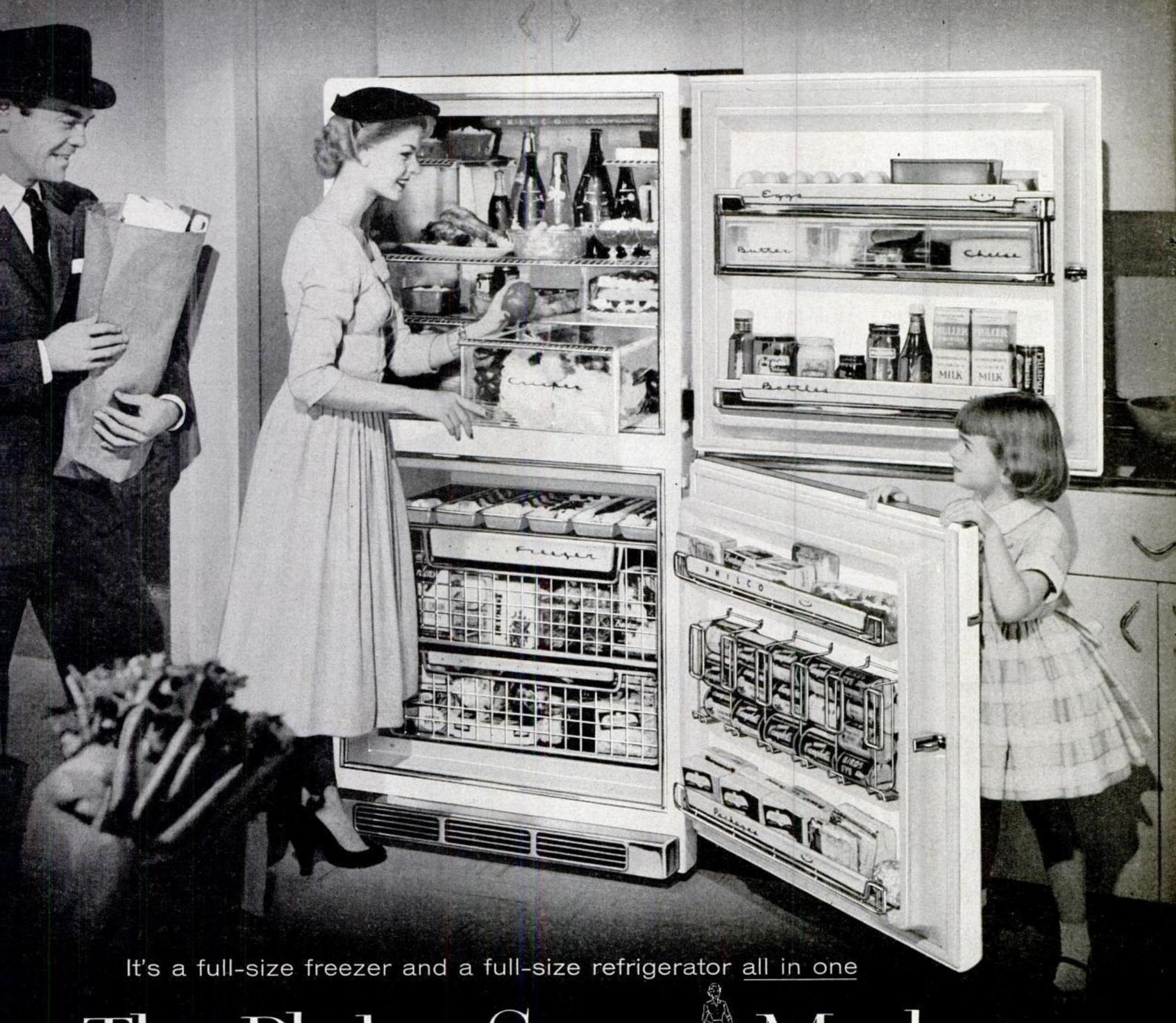


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REG. U.S. PAT. OFF.

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### A newsy time in Independence

Harry Truman's home town has a busy week what with receptions, church socials and daughter Margaret's getting married to Clifton Daniel.



MR. & MRS. DANIEL

### The big week in Monaco

In an atmosphere of carnival and protocol, with a brisk wave of thievery thrown in, Hollywood's Grace Kelly becomes Princess Gracia Patricia.



PRINCESS GRACIA PRAYS

### Spring in lovely Japan

In pictures echoing the lines of Japanese poets, Photographer Eliot Elisofon finds subtle beauty in the land of the cherry blossoms.



JAPANESE BRIDE

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### Whittaker Chambers interprets

The reviling of Stalin begun at the Soviet's 20th Congress, warns Whittaker Chambers, is a tactic which makes the Red menace more insidious than ever.



AT 20TH CONGRESS

### Progress on the DEW line

In the frozen Arctic the U.S. spends \$400 million on a radar network designed to spot Russian planes before they can attack.



AT WORK ON THE LINE

### Hypocrisy of amateurism

Athletes commenting on the case of Wes Santee confess they too—with the connivance of promoters—have broken the code by accepting fees.



WES SANTEE

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Margaret Truman and her husband, Clifton Daniel, in a wedding portrait (see pp. 28-35)

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	or LIFE by Eliot Elisofon

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### Stalinism at Soviet's 20th Congress underlines an insidious drive to win free men. By Whittaker Chambers SPORTS

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LIFE IS PUBLISHED WEEKLY BY TIME INC., 540 N. MICHIGAN AVE., CHICAGO 11, ILL. PRINTED IN U. S. A. APRIL 10, 1954 ENTERED AS SECOND-CLASS MATTER NOVEMBER 14, 1916 AT THE POSTOFFICE AT CHICAGO, ILL. UNDER THE ACT OF MARCH 1, 1878, AUTHORIZED BY POST OFFICE DEPARTMENT, OTTAWA, CANADA, AS SECOND-CLASS MATTER, SUBSCRIPTIONS 56,75 A YEAR IN U. S. A.: 57,25 IN CANADA.

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### Have some fun with these "ink blot" tests

You've probably read a lot about "ink blot" tests. The idea is to see what each picture means to you. Just for fun we've made up four of them. Why not look them over and see if they mean the same things to you that they mean to us?



This is a family of four, plus dog, sitting on the curb. Away on a trip, they've just driven sixty miles out of their way to surprise some out-of-town friends. Nobody home. Next time they'll telephone ahead. But right now things look pretty black.



Here are two grandparents, talking about their son Bill and their grandchildren... and wishing they didn't live quite so far away. The picture will get brighter soon. Grandmother's about to suggest they telephone the children. Good idea. And it costs so little.



This young fellow is away on a business trip. That's his suitcase on the right. He's been away for two days and hasn't called home yet. This afternoon he bought presents to give his wife and two daughters when he gets home. That's nice. But right now they'd just like to hear his voice by telephone.



This young lady with the new hair-do is very, very happy. Her best beau, who has a new job in a distant city, has just called to tell her that he'll see her on Friday. Isn't it wonderful what a world of difference a telephone call can make? Isn't there someone out of town you'd like to talk to-right now?

### LONG DISTANCE RATES ARE LOW

Here are some examples:

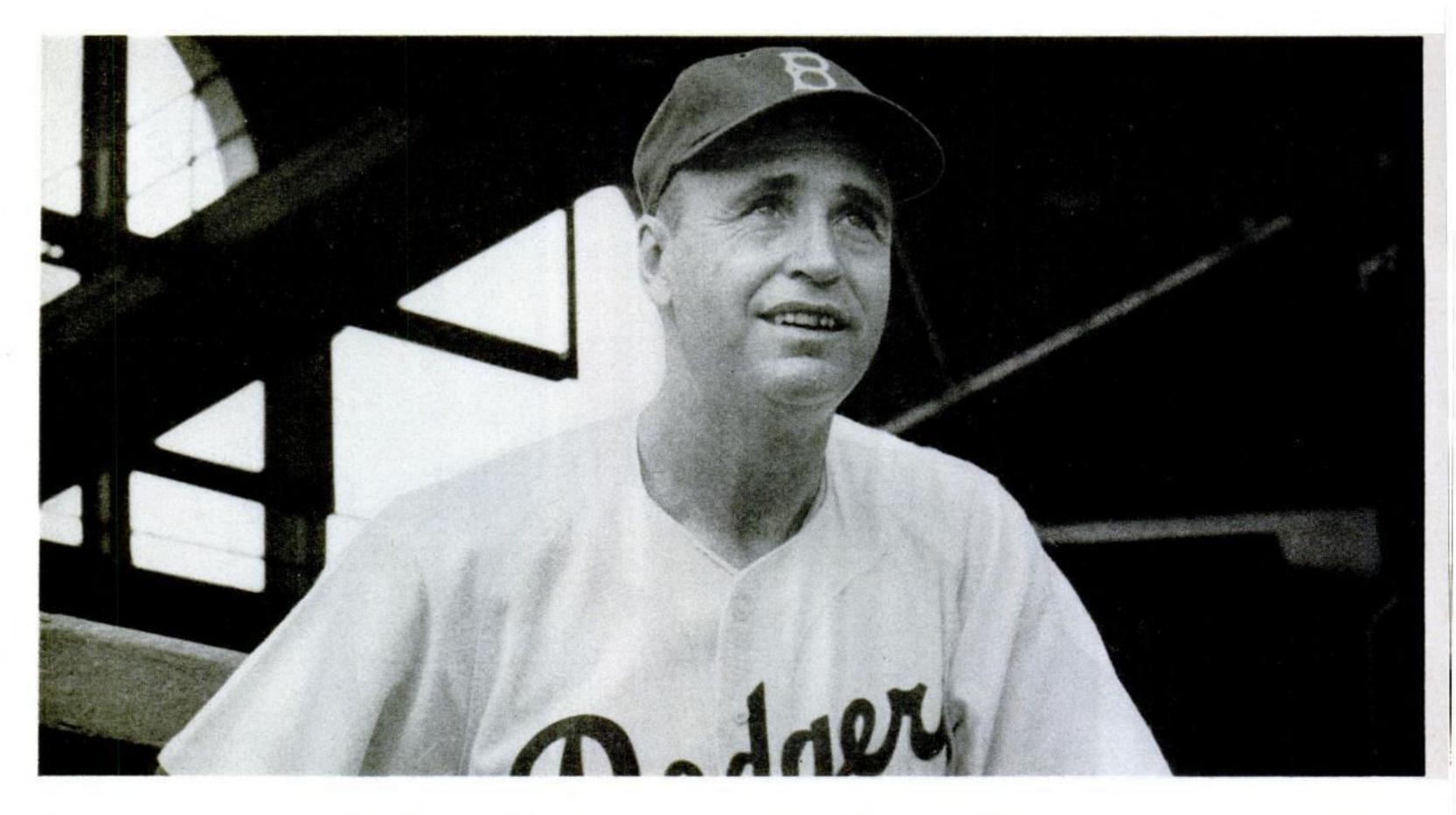
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# Walter Alston scouts Thom McAns through intensive 30-day workout

Completely uncensored—famous Dodger Manager <u>confesses</u> he hadn't worn Thom McAns since college days...<u>reveals</u> how he came to look 'em over close...matches them with \$20 shoes...defies Mrs. A. to tell difference.

Walter Alston's report, in his own words:

THE REASON I was willing to make the Thom McAn Shoe Jury test was because it enabled me to send an extra contribution to the Brooklyn Sandlot Fund. In my job I happen to think that this is a very worthwhile activity.

### Will Thom McAns shape up?

The last time I had worn Thom McAn shoes was during my college days, and I had no idea what they'd be like today. I'd changed. The shoes had probably changed too—so I was naturally a bit curious about

how the whole deal was going to work out.

Ordinarily, I pay as high as twenty dollars for a pair of shoes. Though I hadn't given much thought to price, I knew that Thom McAns' cost was a lot less than what I'd got used to paying in recent years.

But I know one thing for sure—as a baseball manager I'm on my feet a good part of the day. And, in uniform or out, I'm always interested in finding out where I can get a pair of comfortable shoes.

So I went over to the Thom McAn store to be fitted.

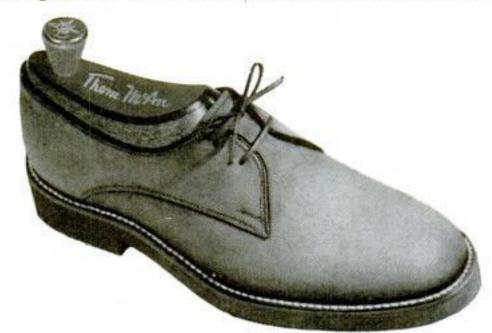
I was surprised at the line-up of styles I found. Some even had that foreign flavor that is so popular nowadays. Neither the store nor the styles looked like how I'd remembered Thom McAn.

My wife was happy with my choice of styles. She particularly commented on how well made they are. It was impossible for even as smart a buyer as she is to guess the price.

### I tip off Mrs. Alston

As I said to the Mrs., "I expect to go on wearing Thom McAn shoes because they're *comfortable*—and, even more than that, they make me feel like a college man all over again."

Walter alston





Walter Alston chose from new Thom McAns like these: left—the Colorado. The leather with feel-appeal in bright new colors, \$8.95. Black tassel moccasin with non-slip heel, \$8.95. Thom McAn prices are \$7.95 to \$12.95.

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Also available in Montgomery Ward Stores

Melville Shoe Corporation



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with 3 important new contributions from Ansco



# Ansco's "Great Year" contribution No. 1

# Ansco All-Weather Pan

First "controlled contrast" black-and-white film for snapshot cameras

The taking's as simple as ever; but just wait till your pictures come back!

Now there's a snapshot film that "sees" a baby just as you see him in his mother's arms. It is called Ansco All-Weather Pan... and it's the first "controlled contrast" film.

To put it as non-technically as possible ... this entirely new kind of snapshot film reproduces all the colors of nature in proper balance with one another.

Traditional snapshot films are actually "color blind" to red. They show red almost as black as black itself. This spoils the color contrast of your pictures; they're on the dark, unnatural side.

New Ansco All-Weather Pan reproduces all colors in proper contrast with one another. Red lips, pink cheeks, red glints in the hair, red tones in a dress...all photograph soft and warm and lifelike.

You picture everyone at his best with Ansco All-Weather Pan in your camera. Your pictures have a delightfully "natural look." You'll like them better ... and so will everyone else. Ask for Ansco always!

NEW ALL-WEATHER PAN FIL



Start your picture-taking at Ansco's "Great Year" display at your favorite photo counter.

# Ansco's "Great Year" contribution No. 2

# Anscoflex II

First pre-set camera with built-in close-up lens and cloud filter

ANSCOFLEX I

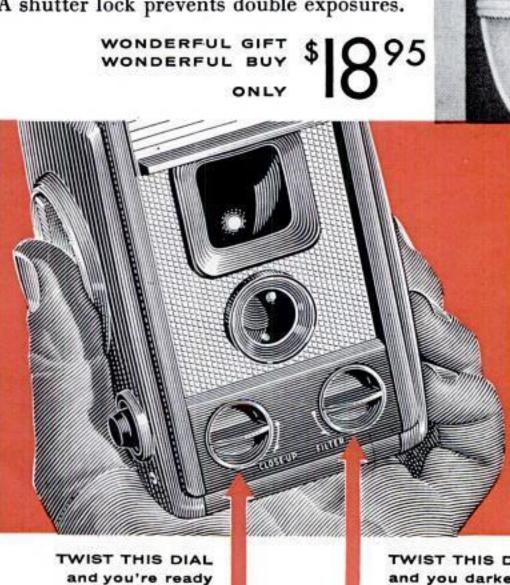
You press the button, as usual, but what a difference in your pictures!

The pictures you prize most are pictures of people—and the most lifelike, most heart-warming pictures of people, of course, are close-ups. Anscoflex II gives you beauties, because its built-in close-up lens lets you shoot from as close as 3 feet.

The built-in cloud filter darkens the sky, brings out the big white fluffy clouds, gives you the kind of pictures you've admired in the travel magazines.

Anscoflex II makes good pictures for everyone right from the start. Big clear reflex finder shows you your picture before you press the button.

No settings to fuss with; it's pre-set at the factory. Film goes in and out easier than in the usual camera. Film winding is wonderfully simple. A few turns of the big knob forward and back; and you're ready for your next picture. A shutter lock prevents double exposures.



for big, beautiful

close-ups.

TWIST THIS DIAL and you darken the sky, get wonderful cloud effects.



See the "Snapshot Camera of the Year" in Ansco's "Great Year" display at your favorite photo counter.

# Ansco's "Great Year" contribution No. 3

## Anscochrome

The amazing new color film that is 3 times faster than traditional films



- It makes most box cameras wonderfully satisfactory "color cameras."
- It makes the f/3.5 lens of a finer camera as good for color as an expensive super-speed f/2.

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a new pleasure, prints to share and cherish with a new pride.

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USSORGSKY

Night on Bald Mountain, Netherlands Philharmonic Orchestra, Walter Goehr, cond.

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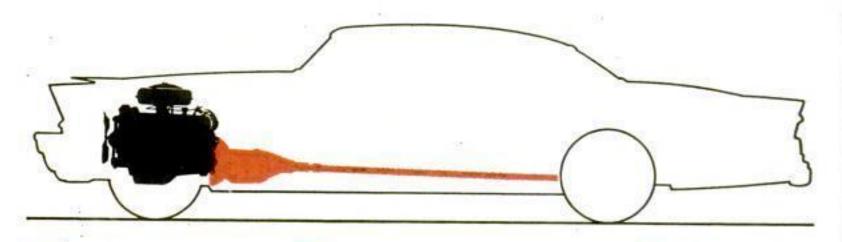
### A MAJESTIC MIGRATION

Bourke-White photographs are honored with two exhibits



The majestic spectacle of a mass migration of snow geese spread over the wind-whipped waters of Back Bay, Va. is one of many memorable pictures made by Life's Margaret Bourke-White while photographing the U.S. and its bordering seas from a helicopter (Life, April 14, 1952). Last month Miss Bourke-White and her picture were accorded

a double honor. With a group of 275 photographs, representing her work from the '20s to the present, the picture was exhibited at the George Eastman House in Rochester, N.Y. At the same time a duplicate collection was shown at Cornell University, Miss Bourke-White's alma mater, where the photographs have become a permanent exhibit.



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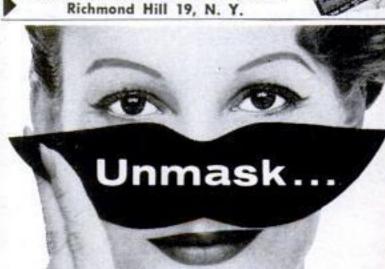
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PUBLISHER.....Andrew Heiskell ADVERTISING DIRECTOR. . . . Clay Buckhout







### the sparkle that lies in your eyes!

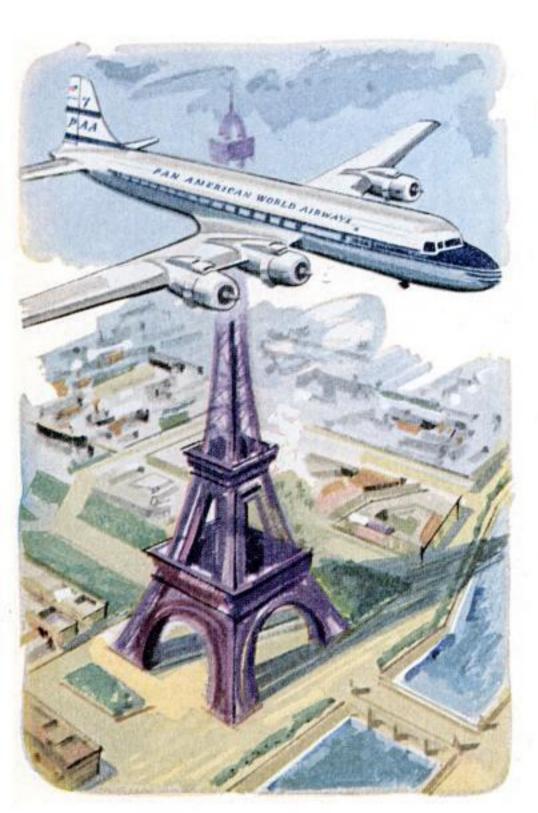
Why tolerate dull-looking, reddishstreaked, tired-feeling eyes another instant? A few drops of EYE-GENE, recommended by eye specialists for over 20 years, will cleanse, soothe and refresh

your eyes in seconds. Safe, sure EYE-GENE® with Lexatol is a combination eye bath and lotion-crystalclear and stainless. Celebrities use EYE-GENE daily. Why don't you? In handy dropper bottles-60c and \$1 at all drug counters. Also available in Canada.



# ENTER CAMEO \$30,000 Come CONTEST

### Win one of 574 exciting, valuable prizes!





### An all-expense trip to Paris for two on PAN AMERICAN WORLD AIRWAYS— Spend 7 glorious days in the fun capital of the world-plus \$500.00 spending money

Picture yourself in Gay Paree. You're off on a 9-day "Dream Tour" including 7 wonderful fun filled days in Paris for two. You fly the Atlantic via Pan American World Airways, the world's most experienced airlines. It's first class all the way. Your entire once-in-a-lifetime stay is planned for you. See unforgettable sights, live in luxury, dine at world famous restaurants...collect priceless memories. It could happen to you! Or you could easily win one of the 573 other valuable prizes. All you have to do is tell us in 25 words or less the best use you've found for Cameo, the Copper cleaner of 101 unusual uses.



KELVINATOR Kitchen-Laundry Ensemble. Range, Refrigerator, Freezer, Dishwasher, Clothes Washer and Dryer.



VACUUM CLEANERS WATCHES - \$100 VALUE

Everything you need to know to enter is printed on the Official contest label wrapped around each can of Cameo Copper Cleaner. Simply follow the easy contest rules. In 25 additional words or less, complete the state-ment: "The best new use I have discovered for Cameo Copper Cleaner isbecause..." Each entry must be accompanied by official contest label or facsimile.

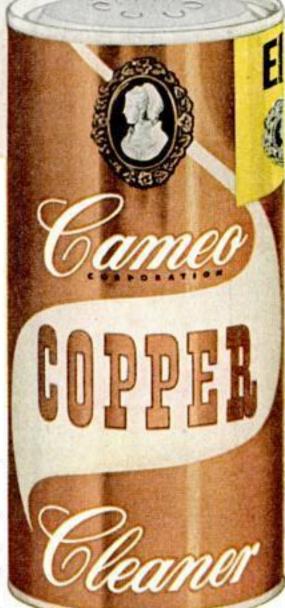
Mail to Cameo "Come Clean" Contest, P.O. Box 17A, Mount Vernon 10, N.Y. before midnight June 30, 1956. Good Luck. We hope you clean up with Cameo.

SPECIAL

CONTEST

LABEL

Big 10 oz. Can BIG BARGAIN at Leading Grocers



### Here are a few uses for CAMEO to help you...

PORTABLE SEWING MACHINES

With Cameo you can clean and polish a wide variety of glass, porcelain, chrome and brass things, things like andirons, glass coffee makers and the metal facings of golf clubs. These are just a few of the countless ways you can clean up with Cameo. Tell us your favorite use. It could take you to Paris for the 7 most fabulous days of your life.

### HERE'S THE MOST EXCITING PRIZE LIST EVER

1st Prize — 9 Day "Dream Tour" including 7 Wonderful Days in Paris for 2 via "Pan American World Airways Super 7 Clipper Rainbow Service", plus \$500.00 spending

2nd Prize - A complete Kelvinator Kitchen-Laundry Ensemble. Range, refrigerator, freezer, dishwasher, clothes washer and dryer. 3rd Prize - A Natural Emba-12 Skin "Autumn Haze" Mink

Stole valued at \$1000.00. 4th Prize-A Kelvinator Refrigerator and Freezer. 5th Prize-A Kelvinator Clothes Washer and Dryer,

4-6th Prizes - RCA Victor Console Color TV Sets. 15-7th Prizes-Necchi BF Mira Portable Sewing Machines. 25-8th Prizes-Universal Vacuum Cleaners. 25-9th Prizes-Helbros \$100.00 Wrist Watches for men

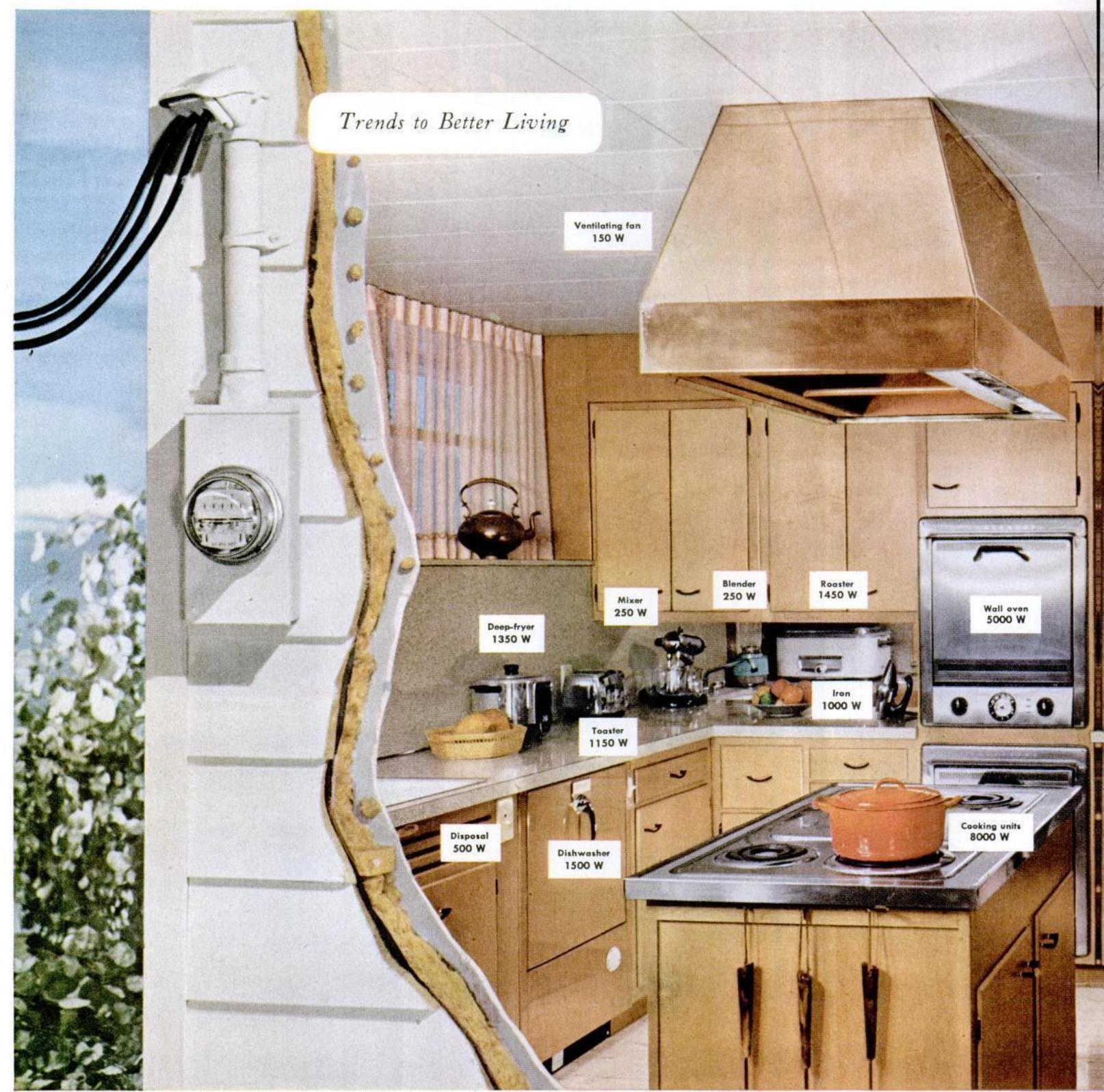
25-10th Prizes-8 MM. Revere Movie Cameras.

25-11th Prizes-Universal Floor Polishers. 25-12th Prizes-RCA Victor Portable 45 Rpm Phonographs.

25-13th Prizes-RCA Victor Portable Radios. 100-14th Prizes - 2 oz. Bottles of "Breathless" Perfume created by Parfums Charbert.

100-15th Prizes-Oster "Knee-Action" Portable Mixers by John Oster Co.

100-16th Prizes-Casco Steam and Dry Irons. 100-17th Prizes-Starter sets of Ekco Copper-Bottom Cook-



Miami Shores residence of Mr. & Mrs. Kenneth M. Dunning-Architects: Peterson & Shuffin A.I.A,-Interior Designer: Haygood Lasseter A.I.D.

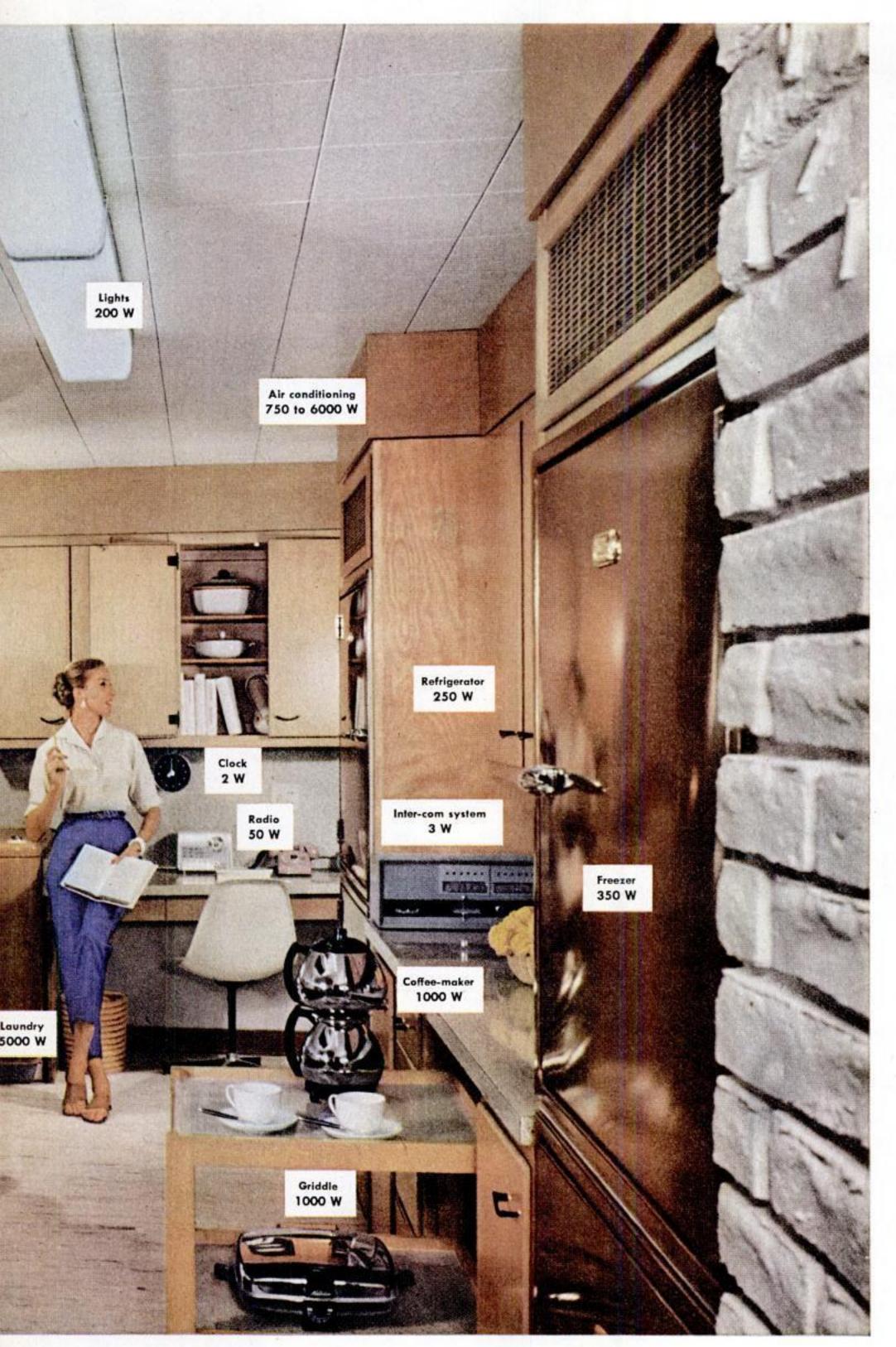
### Add up the watts...and see if your home has

Make this easy check now. The odds are 4 to 1 you'll find your wiring is inadequate for the appliances you're now using!

It's great to Live Better Electrically—to add new comforts and labor-savers like an air conditioner, a TV set, broiler, or dryer! But remember, modern living demands modern wiring. If you don't have adequate "housepower" . . . watch out! Inadequate wiring is not only a fire hazard—it wastes your money! Overloaded circuits boost electric bills . . . make appliances operate inefficiently, wear out faster.

If your house is over 20 years old, it's almost a sure bet to be inadequately wired. If it's less than 20 years old, here's a quick, easy way to see if you have adequate wiring:

(1) Check the amps and volts on the label of your main service panel. (2) Multiply amps by the highest volt figure shown to





sign of A SAFE BUY! Builders who provide their homes with adequate wiring generally display this Adequate Wiring sign to let you know you're getting top protection. Look for this emblem when you buy!



FOR TOP EFFICIENCY and QUIET! To assure effective noise and heat control, most appliance manufacturers specify Fiberglas Insulation. Don't let inadequate wiring spoil this operating efficiency!



AIR CONDITIONERS BREATHE EASIER! Change Fiberglas Dust-Stop\* filters twice a season to get top performance. Air conditioning is cool magic on hot days—but it requires adequate wiring!



**TROUBLE-FREE OPERATION!** In addition to being completely Fiberglas-insulated to keep cold "in" and heat "out," this refrigerator uses 25 different Fiberglas-Reinforced Plastic parts for greater economy, durability and more efficient service!

### adequate wiring!

get the maximum number of watts your present wiring system can handle. (3) Then use typical wattage figures shown above (or check your own appliance nameplates) and add up the watts used in your home at any one time.

If you're using too much electricity all at once—if lights dim, TV pictures shrink, fuses blow—call your electrical contractor or utility company now . . . make adequate wiring your next home improvement! And if you're buying or building a house, make sure it has at least 3-wire, 100-ampere service—plus enough circuits. Owens-Corning Fiberglas Corporation, Dept. 10D-30, Toledo 1, Ohio—makers of Fiberglas\* electrical, acoustical, appliance, home and industrial insulations.

LOOK FOR THIS LABEL:

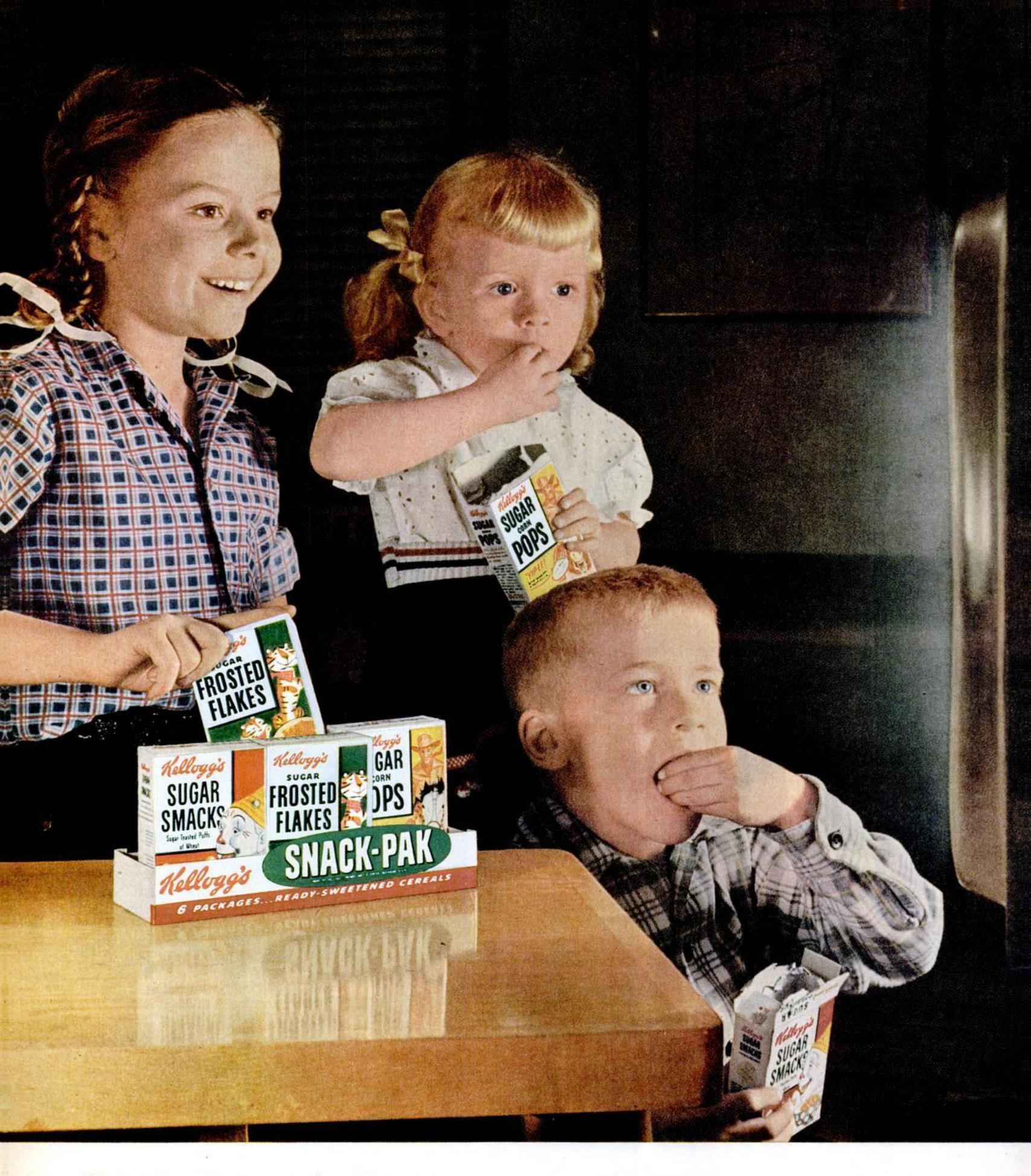
OWENS-CORNING

## FIBERGLAS

T.M. REG. U.S. PAT. OFF.

\*T.M. Reg. O-C. F. Corp.

It's amazing the difference Fiberglas makes!



Sweetest way to see the show. When Kellogg's Snack-Pak is in the picture—the kids're really livin'! You see, Snack-Pak is the only ready-sweetened cereal assortment, so each youngster gets to pick his favorite. There are two personal packages each of Sugar Frosted Flakes, Sugar Pops and Sugar Smacks. Mighty good and nourishing for school lunches, after school, and play. How about tuning in station G-R-O-C-E-R for your Kellogg's Snack-Pak real soon? Rellogge SNACK-PAK

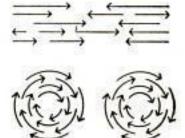


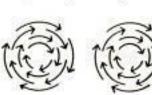
- 1. BUILT TO SHAVE according to beard's natural growth-clumps, whorls disappear first time over.
- 2. NO WHISKER PULL. No soap and water fuss. Norelco's 12 revolving blades shave off whiskers with the same stroke as a barber's blade.
- 3. NO SKIN IRRITATION. No painful nicks, no matter how heavy your shaving touch. Norelco's silver-steel alloy blades g-i-v-e as you bear down.
- 4. NO BREAK-IN PERIOD. Exclusive skin-stretcher upends each whisker. Great shaves from the start.
- 5. NO REPAIR-SHOP \*BLUES. Lubricated for life. Selfsharpening blades. Real brush motor.
- 6. DESIGNED TO FIT THE HAND. Quietest of all 4 leading shavers. Cleans in a jiffy.

Here's why Rotary Blade Action has made Norelco\* the largest-selling electric shaver in the worldfastest-growing shaver in the U.S.

Other electric shavers shave like this: as if your whiskers grew in rows like corn.

Only NORELCO shaves like this: rotary blades, beneath stationary skin guards, shave the way whiskers grow.





Ask about 15 day FREE home trial. Offered by most dealers. Norelco's a great gift, too!

FOR THE OUTDOOR MAN-Norelco Sportsman Battery Shaver (Model SC7750).

FOR FEMININE GROOMING - Lady Norelco Electric Razor (Model SC7767).

Model SC7759 with travel case

\*Known as PHILISHAVE in Canada and throughout the rest of the free world. NORTH AMERICAN PHILIPS COMPANY, INC., 100 E. 42nd St., New York 17, N. Y. Other products: High Fidelity Radio-Phonographs, Research and Control Instruments, Electron Microscopes, Medical X-ray Equipment, Electronic Tubes and Devices.

\$24<sup>95</sup>



I dreamed I was Venus de Milo in my

maidenform bra

For the figure of the ages, Maidenform's new Pre-Lude\* Once-Over lifts your curves, snugs in your waist...moulds you to the figure of your dreams. It's beautifully, comfortably strapless! Features the amazing contour band that swoops 'underand-up' for a completely new kind of uplift! The quick-hook back-band makes for split second closing! Of course the garters are detachable! So, for your next really important 'dress up' occasion - give your figure a touch of Venus. Choose the fabric you want-but always choose Pre-Lude Once-Over.

White cotton broadcloth, 7.95; with new six-way straps, 8.95. White embroidered nylon, 10.95. Bridal white or cocktail black nylon lace, 12.50. A, B and C cups.

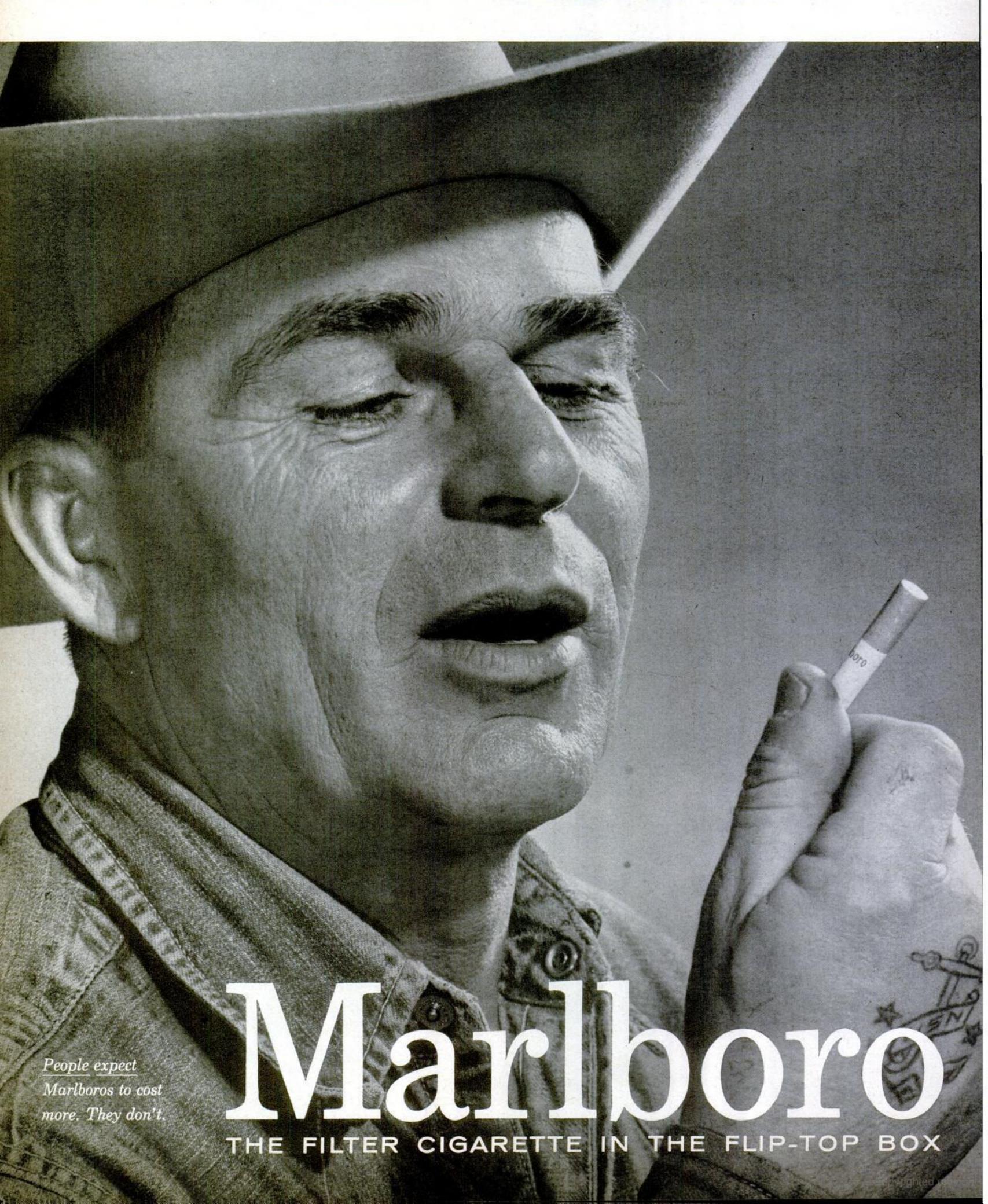


# Marlboro



# Filter

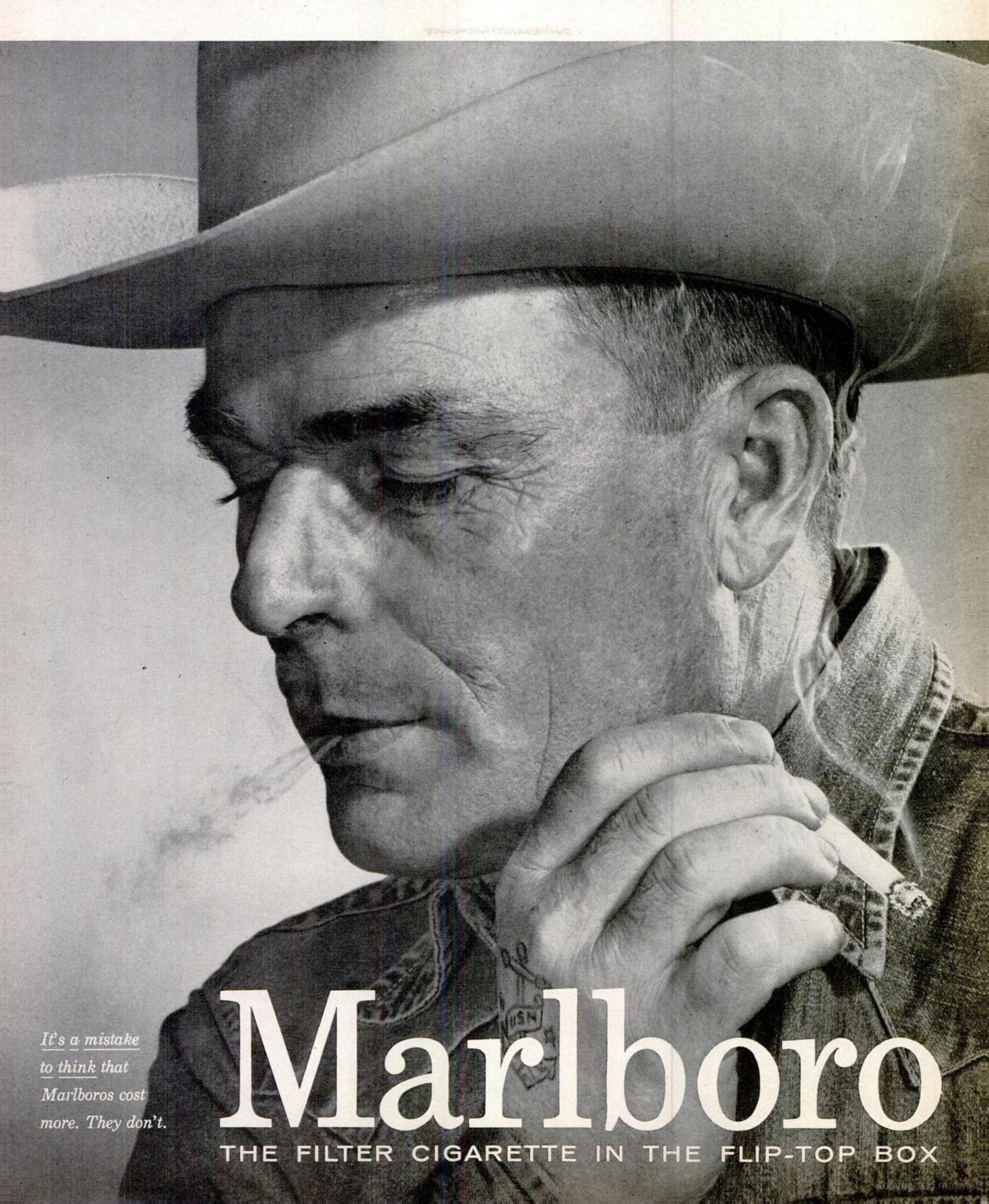
The filter works good and draws easy.
The good taste comes through without huffing and puffing.



# Flavor

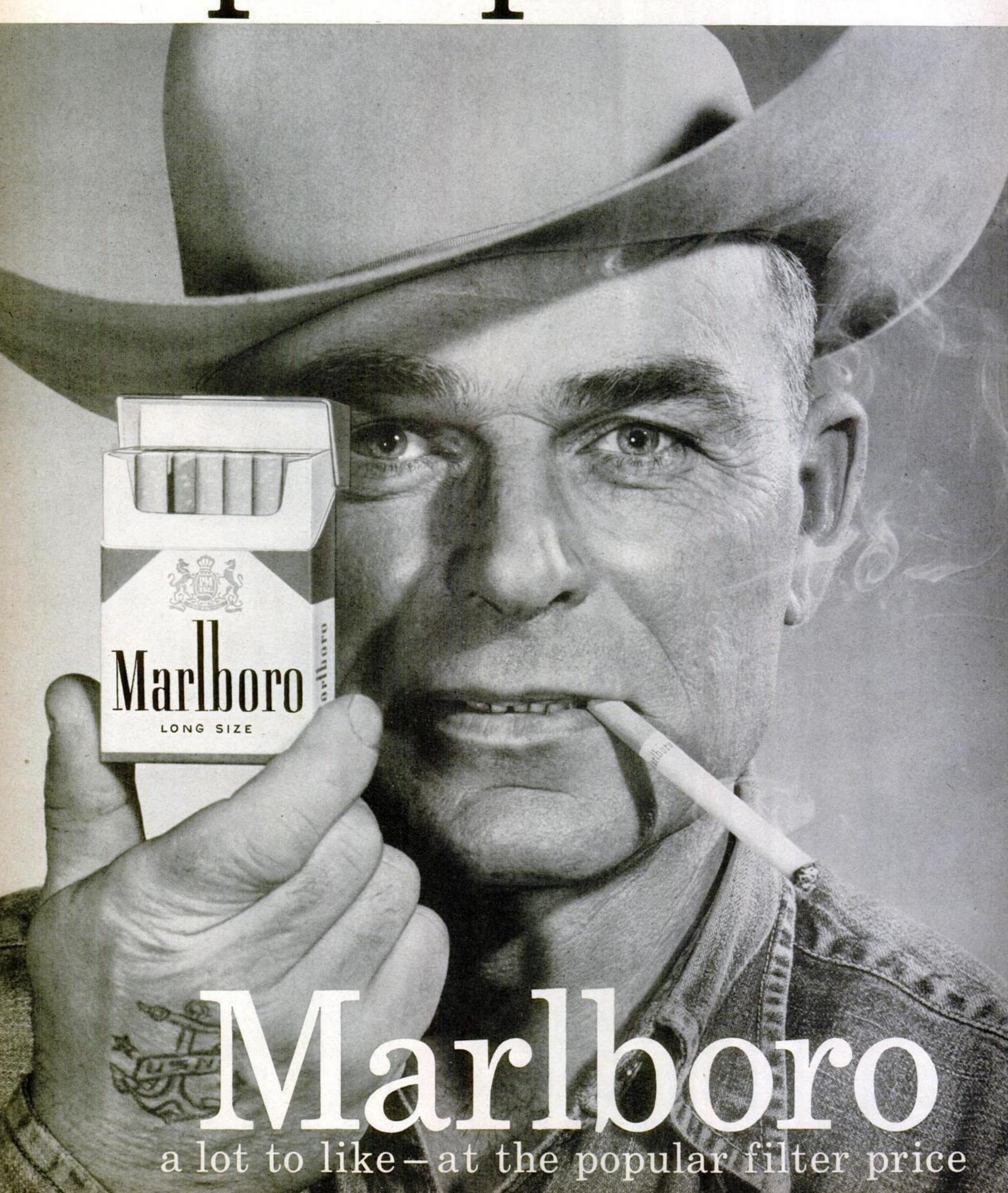
Thank a new recipe for the man-size flavor.

Makes it easy to change to a filter cigarette.



# FIID-TOD BOX Reep cigarettes from crushing. Tobacco can't spill.

Firm to



### LETTERS TO THE EDITORS

### 'ENGLISH-SPEAKING PEOPLES'

Sirs:

Sir Winston's magnificent History ("Trial and Torment," LIFE, April 9) has my husband and me breathless keeping up with each instalment. We find ourselves discussing Henry V and William the Conqueror more heatedly than who will run on the Democratic ticket.

ANNE BRAZILL

Springfield, Pa.

Sirs:

I wish to extend to Life my most sincere thanks for bringing to the American public the privilege of reading the most informative and absorbing literature on English history. In my opinion this is the greatest reading of the 20th Century.

C. MAURICE WILEY

Worcester, Mass.

### ASIA'S RUGGED BUFFER

Sirs:

The photographs on Afghanistan ("Asia's Rugged Buffer," LIFE, April did partial justice to one of the most beautiful countries in Asia. The story which accompanied them did not. Afghanistan is not well known in the West, and what little is known is distorted by an article which emphasizes the picturesque, pokes fun at the government and dwells upon American generosity. The diplomatic staff in Kabul and those of us who have lived in Afghanistan love it.

JEAN W. BOYCE

Lewiston, Maine

Sirs:

I am impressed with Life's portrayal and photographic commentary on Afghanistan. An unaware American public has had the opportunity of learning about an unrevealed land of culture and political importance.

JOHN E. LYDGATE

New Haven, Conn.

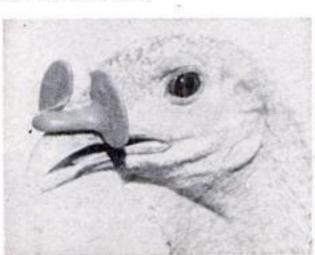
### A FOWL SPECTACLE

Sirs:

Spectacles for chickens, I was surprised to read ("A Fowl but Peaceful Spectacle," LIFE, April 9), have been invented in Holland by a Mr. Spinder. My company has been supplying plastic spectacles for roosters and turkeys (below) as well as chickens for years. I would be inclined to look now for an announcement any day that the Russians have "invented" these spectacles also.

M. G. HARWOOD

Farmingdale, N.J.



JERSEY TURKEY IN SPECTACLES

Sirs:

Having worked with poultry since childhood I have seen many types of poultry "spectacles." But the modern method of preventing cannibalism consists of electrical removal of approximately 25% of the upper beak making it impossible for the chicken to peck another bird. It does not interfere with eating or drinking (below). KARL C. SEEGER

Georgetown, Del.



CHICKEN AND SAWED-OFF BEAK

### HERE COMES THE BRIDE

Sirs:

A fine article ("And Now Here Comes the Bride," LIFE, April 9). I am sure that many girls lived, vicariously, the experiences of Miss Kelly.

FRANK JONES

Birmingham, Ala.

Sirs:

Why all the fuss about Grace's wedding? The guy she will marry has a realm smaller in size and population than Springfield, Mo. Would there be all this hullabaloo if she were to marry the mayor of Springfield?

FORREST BOECKER

St. Louis, Mo.

### MARQUIS DE PORTAGO

Sirs:

LIFE is better informed about 20th Century adventuring than 16th Century ("A Man Who Was Born 400 Years Too Late, "LIFE, April 9). Cabeza de Vaca, ancestor of the Marquis de Portago and one of my favorite historical figures, was not shipwrecked off the coast of Florida on a voyage with Ponce de Leon. De Leon is credited with discovering the mainland of Florida in 1513. His report encouraged others to search for Florida's elusive cities of gold. One of Spain's less competent captains, De Narváez, led an expedition to Florida in 1528. De Vaca was treasurer of this expedition. The expedition landed a few score miles up the Gulf coast from the beach where this is being written. There began the journey of Cabeza de Vaca, to Galveston Island in the Gulf, then overland through Texas to Mexico City, surely one of the most remarkable of recorded history.

BUDD SCHULBERG

Sarasota, Fla.

 Cabeza de Vaca was one of four survivors of Pánfilo de Narváez' unsuccessful expedition. After six years as an Indian prisoner and two years on foot, he finally reached Mexico City in 1536.—ED.

### ESPERANTISTS, UNITE

Sirs:

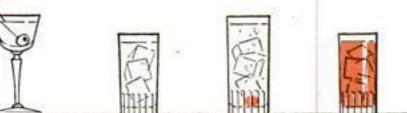
I wish to thank you for your understanding of the problem we Esperantists face in the new party line ("Esperantists of the World, Unite," LIFE, April 9). Russia has begun infiltration in Esperanto, as in all language groups. Our loyal American organization, organized in 1905, is fully aware of the danger-both at home and abroad. "Spite de enfiltrado en iu alia organizo, neniu Komunisto sukcesos en

CONTINUED

### MODERN DRINK SENSATION



THIS VODKA DISTILLED FROM GRAIN 80, 86 and 100 PROOF











ARROW LIQUEURS CORPORATION

DETROIT 7, MICHIGAN



2: Screwdriver 3: Collins 4: Bloody Mary 5: With Tonic 6: Over-The-Rocks

Have you discovered them yet?



When shipments slowed down, Eddie used to run fast To escape from the boss' volcano-like blast.



Now their shipping is handled with speed and finesse 'Cause they call on dependable RAILWAY EXPRESS!

## The big difference



Whether you're sending or receiving, whether your shipment is big or small, no matter where you ship . . . it pays to specify Railway Express. You'll find it makes the big difference in speed, economy, and safe, sure delivery. It's the complete shipping service, free enterprise at its best.

### NEW, WORLD WIDE SERVICE!

Save money and time on import-export shipments! Now, overseas air connections provide the most economical, fast service for international shipping. See your Railway Express agent for information.

### ... safe, swift, sure

RAILWAY EXPRESS WILL TAKE YOUR ORDERS FOR CARE

## LETTERS TO THE EDITORS

CONTINUED

nia Asocio" (Despite infiltration in any other organization, no Communist will succeed in our Association).

> G. Alan Connor General Secretary

Esperanto Association of North America, Inc. New York, N.Y.

Sirs:

We're used to the Soviets' appropriating various discoverers. But, it comes as a shock when you describe the founder of Esperanto as a Russian. Dr. L. L. Zamenhof was a Polish physician who spent most of his life in Warsaw, Poland, where a street was named after him.

Gustav Bychowski, M.D. New York, N.Y.



● Dr. Lazarus Ludwig Zamenhof was born in Bialystok, a part of present Poland which has constantly changed hands between Germany and Russia since 1795. It was Russian when Zamenhof was born in 1859. The feuds between the four different language groups—Russian, Polish, German, Jewish—inhabiting Bialystok suggested to him the idea of a universal language.—ED.

### MR. JIMMY HOFFA

Sirs:

Appearing while the newly formed A.F.L.-C.I.O. is in the limelight, your article on Hoffa ("A Man to Contend With: Mr. Jimmy Hoffa," Life, April 9) was momentous. Thanks for airing the pressure in the new organization. The public can now sympathize with the efforts of George Meany in trying to better labor standing despite corruption from within.

MAIME CULLY

Poughkeepsie, N.Y.

CONTINUED

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## TRUE TEMPER. Rocket Tool News



### HEAD CAN'T LOOSEN HANDLE WON'T BREAK

Next time you're in a hardware store, pick up a True Temper ROCKET hammer. Note the shaft—a gleaming tube of boron alloy steel that won't bend or break. The mirror-polished head can't loosen. This beautiful instrument is the strongest, most durable hammer ever made.

Swing the ROCKET, feel the perfect balance. Note how the nonslip cushion grip absorbs shock. The ROCKET is the largest selling hammer today . . . and with good reason!

### HICKORY-HANDLE HAMMERS, TOO



The finest wood-handled hammer—our Kelly Perfect. Mirror-polished head. Select hickory handle, fire-hardened. True Temper Corp., Cleveland 15, O.

### TRUE TEMPER.

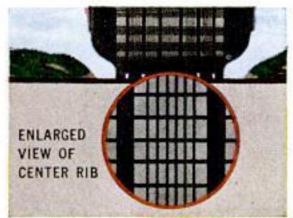


Finest quality in Hammers, hatchets, axes • Garden, lawn and farm tools • Shovels • Shears • Fishing tackle • Golf-club shafts

# NOW FROM S. P. S.

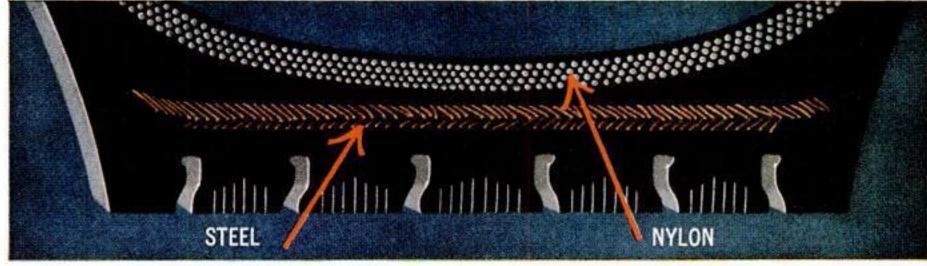
# the most indestructible of tires! Steel for strength nylon for comfort





Stops up to 10 car lengths faster. Within the unique De-Skidded tread (above) thousands of gripping "fingers" (enlarged view) grip the road the instant you touch the brake—an exclusive working safety device that increases your safety advantage as roads become more slippery.

The exclusive combination of special flexible steel and resilient nylon makes the new Safety Age U. S. Royal Master the Safest Tire Ever Built... and because this protection is matched by extreme mileage performance, so much safety has never before cost so little. Your U. S. Royal Dealer or new car dealer will gladly give you all the facts.



A "safety crown" of 18,000 threads of flexible steel under the tread of the new Safety Age U.S. Royal Master forms an almost impregnable barrier to cuts, ruptures or blowouts in the vital tread area. This exclusive "safety crown" floats in soft rubber between the extra-deep tread and the nylon cord body, allowing the nylon sidewall to flex freely for the smoothest possible ride.

Your choice of new "Star Streak" design (left) or conventional whitewalls (right), all protected for life by the patented Curb Guard® protective rib. Your choice of colors, too, Bronze, Blue or Green—at no extra cost.





### United States Rubber

ROCKEFELLER CENTER, NEW YORK 20, N. Y.

IN CANADA: DOMINION RUBBER COMPANY, LTD.



attendance. This is, we think, entirely logical. For through the years, Cadillac has been the consistent and overwhelming choice of those

We cordially invite you to see, inspect and drive this latest version of the "car of cars" soon. We will be privileged to serve you at any time.



# "May I ask who makes your underwear?"



# "Manhattan" of course"

PUZZLE—Even the Sphinx will try to solve these clever puzzle prints on cut-for-comfort cotton broadcloth boxer shorts, \$1.50. Swiss rib knit undershirt, \$1.00. The Manhattan Shirt Co., 444 Madison Ave., N.Y. © 1956

## LETTERS TO THE EDITORS

-CONTINUE

### **ALLEY ACROBATS**

Sirs:

I would enjoy seeing the trainers of the cat acrobats "wilt" under the same heartless "rigorous training" ("Alley Acrobats," Life, April 9).

ESSA GLADNEY

Tahlequah, Okla.

Sirs:

A nation that tolerates the forcefeeding to death of defenseless geese cannot be expected to stop the more subtle cruelties involved in training the Alley Acrobats. Every instinct of the feline race is violated for the amusement of people who are heirs of those who delighted in gladiatorial combat, bear-baiting and in burning black cats alive.

ANN G. HUNTER

Dallas, Texas

Sirs:

The cats I train are raised in a standard, unconfined environment. They are not specially selected, subject to a special diet or placed on a rigid training schedule. Training time varies from 20 minutes for shaking hands (below) to several weeks for



lying down and rolling over. After this period the cat requires an occasional booster reminder period. However, in one experiment, one shook hands after a several-year interim without any reminder-training.

Morris L. Groder

New York, N.Y.

### THE BLACK KNIT BATHER

Sirs:

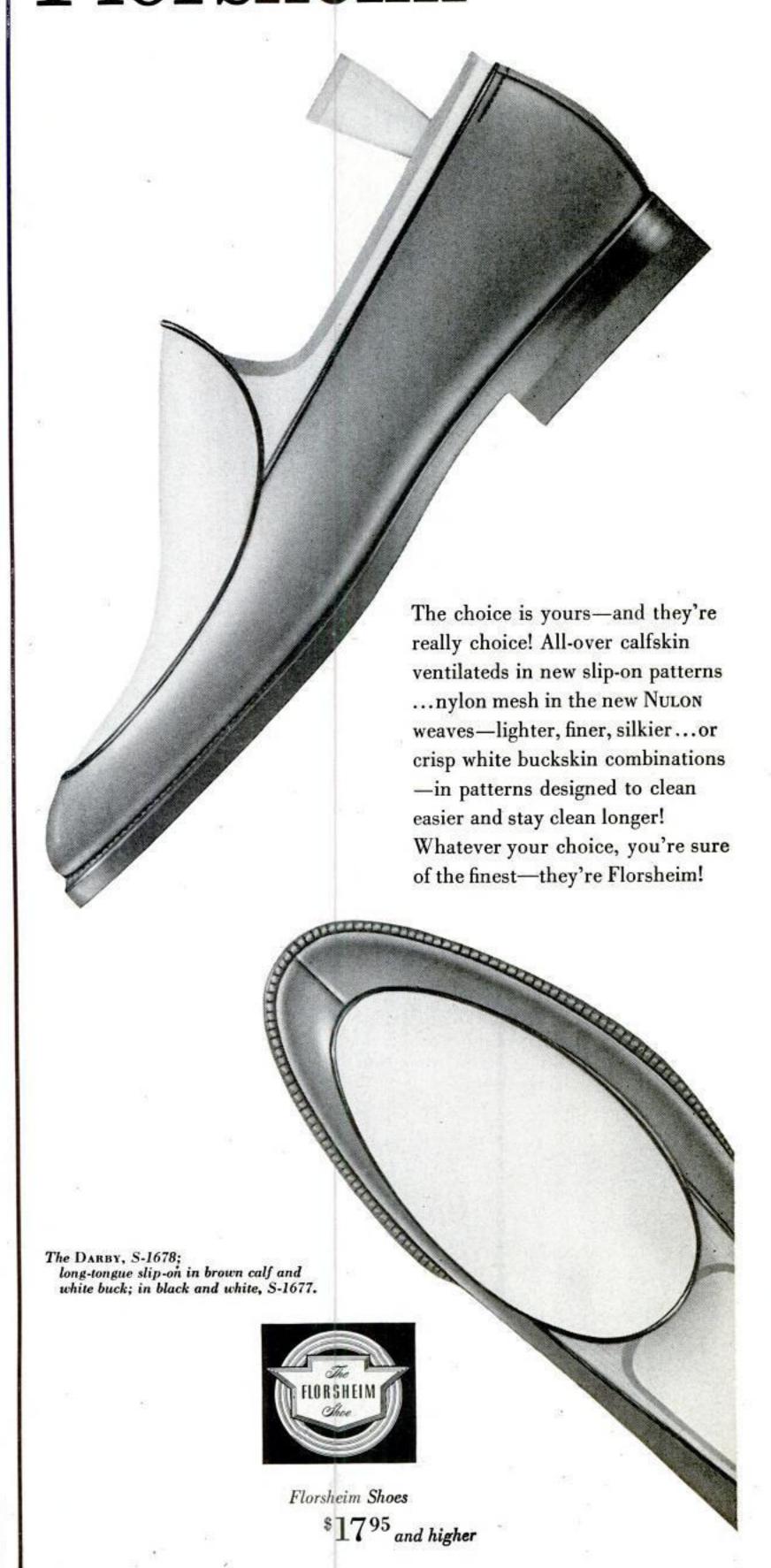
The young lady in the knit bikini ("The Black Knit Bather," Life, April 9) is exquisite of face and form—the most beauteous creature that has ever graced your pages. It is a pleasure to look upon perfection.

BILL HUNT

Chicago, Ill.

### 

# Now! Change-Over to Cooler, Lighter Summer Shoes...by Florsheim



The Florsheim Shoe Company . Chicago 6 . Makers of fine shoes for men and women

# EXTRA-SPECIAL SATURDAY IN INDEPENDENCE, MO.

A not exactly unknown city, again in the national spotlight, spruces up while father of a bride-to-be picks up some family news

NDEPENDENCE, Mo. has had its share of history. In its early days the town kept busy building and outfitting covered wagons for the trip west on the Oregon or Santa Fe trails. Today Independence, still calling itself "queen of the trails," is a tidy, bustling city of 50,000-twice the population of all Monaco, as they kept saying on Main Street.

The most prominent citizen in town



COUSIN ETHEL PRETTIES HER LAWN

is one of the most prominent Americans alive, and last week his family had a lot of the other townspeople in a tizzy, as anyone can see from the large picture at the right.

At 220 North Delaware St., right



THE CARETAKER GETS INTERRUPTED

across from his place, Miss Ethel Noland, a first cousin, was routing out a few early dandelions from the lawn to pretty it up. The house where Miss Ethel lives with her sister Miss Nell was being painted, a job the painter had been promising to get at since last August. "We're getting cold noses," said Miss Ethel, referring to the nippy spring weather, "but we'll get her finished by Saturday."

Miss Ethel and Miss Nell had been invited to attend a family wedding on Saturday, and they were proud of it. "Do you know," Miss Ethel told a



A POLICEMAN DELIVERS PACKAGES

visitor, "there are so many relatives

around here that second cousins didn't

el was keeping a close watch on all the

goings-on across the street. Early one

morning a group of young fellows gath-

In between lawn chores, Miss Eth-

make the grade.

in his job of getting the lawn raked and trimmed. Mail kept coming and George had to take the packages as they were handed over the high iron fence. The volume of deliveries was so big that Louis Howell, the chief of police, had to delegate one of his men to carry an armful of packages to the big white house at 219. Howell, as it happened, had got a \$1,200 raise as of this week, but what with trying to cope with mail, the sudden traffic problems and everything else, he was really earning his pay.

Other city officials were keeping a benevolent eye on the proceedings. Mayor Robert P. Weatherford Jr. said, "This is a city of southern tradition. The dignity and sacredness of such a



AT 4:02 P.M. SATURDAY AFTERNOON,

solemn occasion as this wedding are going to be maintained."

The townspeople did their best to go along with the mayor. "We treat the family just like any other," visitors were often told. "They like their privacy and we respect that desire." But curiosity ran strong, and traffic

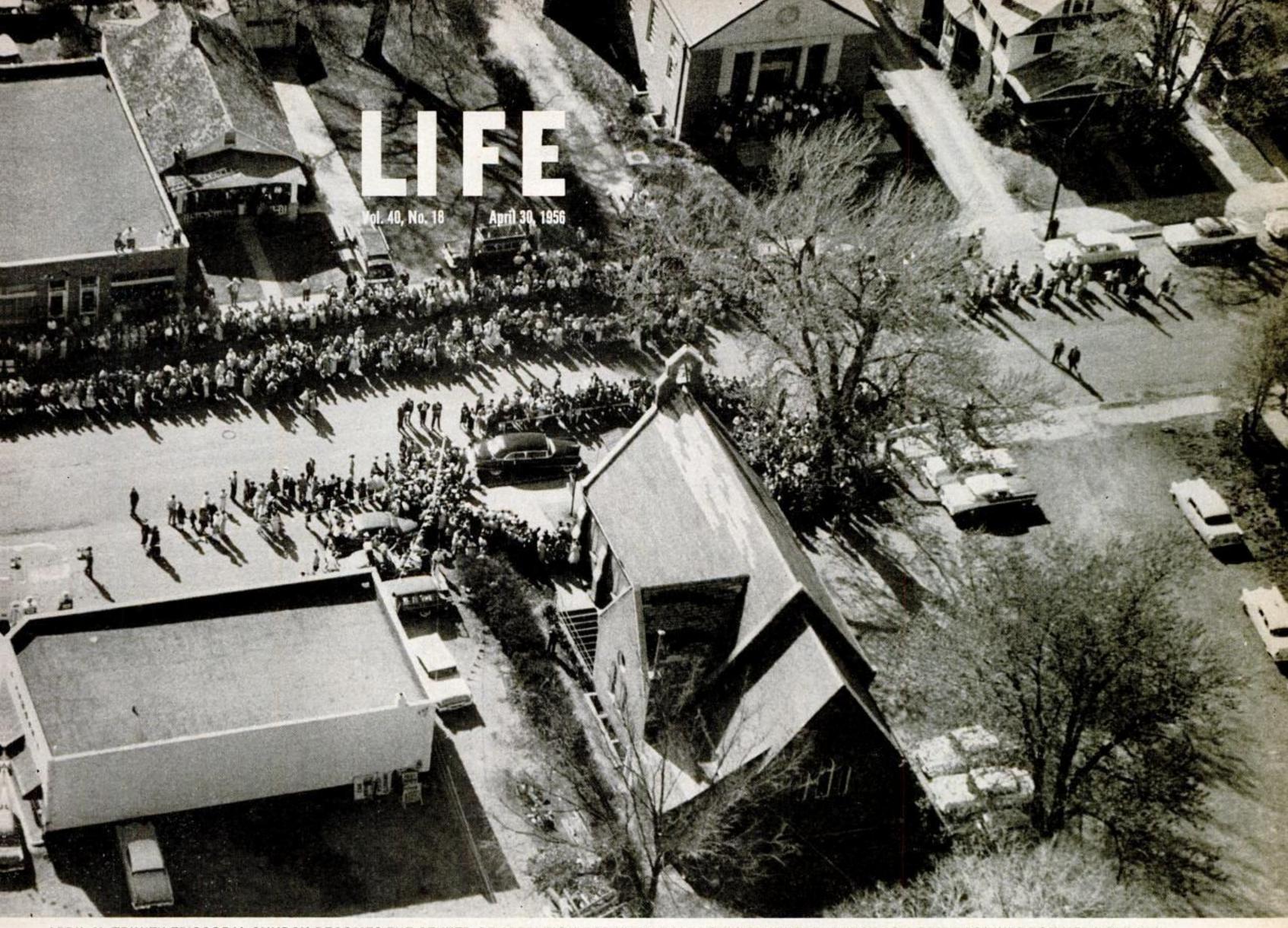


BOY PHOTOGRAPHER LIES IN WAIT

past the house was heavier than usual. Among the many spectators hovering around was a 12-year-old entrepreneur, Mark Adams, who hoped to lure the father of the bride outdoors and photograph him so he could sell the



"MEN OF SONG" FROM WESTMINSTER COLLEGE SERENADE THE BRIDE-TO-BE



APRIL 21, TRINITY EPISCOPAL CHURCH BECOMES THE CENTER OF ATTENTION FOR THE WHOLE TOWN OF INDEPENDENCE AS A BRIDE ARRIVES FOR HER WEDDING



REV. PATRIC HUTTON IS A CELEBRITY

picture to the local paper. In two days, he had no luck.

Six blocks away, at Trinity Episcopal Church, the Reverend Patric Hutton, who became the rector only last September, found himself more of a celebrity than he ever expected to be. People gathered around him almost every time he stepped outside and pressed him for details on the wedding he would be performing on Saturday afternoon. It would, he allowed, be a single-ring ceremony.

The whole neighborhood was abuzz with unusual activity. Even as Mrs. Luke Choplin sat in her den, a few doors away, watching Prince Rainier on television take Grace Kelly for his bride in faraway Monaco, the city sanitation department was giving Delaware Street the final touch, washing it down sparkling clean. And there was hardly a roof or front window on the street or over by the church which had not been spoken for by some cameraman or reporter.

Mrs. Pearl Wood had her own excitement. The small beauty parlor in her home was full up with customers anxious to look their best for Saturday.



BEAUTICIAN AWAITS A PRIZE PATRON

She thought for a while that even the bride-to-be, an old customer, might stop by, but probably she wouldn't. "She is very handy," explained Mrs. Wood. "She does her own pin-curling."

On the square across from the

courthouse where the bride's father had once sat as a judge, an apparel shop reported a rush on new dresses. "Everybody in Independence wants to look her best on Saturday," said the proprietor, David Bodker.

The famous father of the bride was



WORKMEN FLUSH DELAWARE STREET

Harry Truman, and he chuckled over the activity. "The girls," he said, "are as busy as a pretty little kitten chasing its tail." He was busy, too, but had time for a few chores. He took his walks and in the afternoon he stepped out of the house to pick up the day's issue of the Independence Examiner. In it, he could be sure, there would be something about the family's doings.





WOMAN'S EDITOR Sue Gentry, busily trying to keep up with social events, takes a call on head set.



FRONT PAGE wishes Margaret and Clifton well. And other things are happening in Independence.



THE RIVAL WEDDING in Independence on the special Saturday joins Ruth Elser and Lane W. Harold.

### WOMAN'S EDITOR FINDS NEWS GALORE BUT THERE'S THAT BIG STORY

For Sue Gentry, last week was the busiest she had known in 26 years as woman's editor of the Independence Examiner. A long-time friend of the Trumans, she was right on top of the story. Newspapers from all over the country were calling her. And there were plenty of other doings of interest. Miss Gentry tells about them in a special dispatch which she sent to Life on the eve of the big event.

No Independence girl ever had such a wedding as the one planned for Margaret Truman—a wedding with a cosmopolitan air, a champagne reception and much international attention. But in Independence there were many other happenings of note.

Not more than 75 people are to be in the little Trinity Episcopal Church for the Truman wedding ceremony and less than 300 received invitations to the reception and buffet supper at the big old family home afterward. At least that many are expected to attend the wedding reception of Ruth Elser, daughter of Mr. and Mrs. Otto Elser, and Lane W. Harold, son of Mr. and Mrs. Ward L. Harold of Beloit, Kan., who will be married the same day as Miss Truman at the Stone Reformed Latterday Saints Church.

Ruth's friends refer to her ceremony as "The Wedding," the same way that the whole nation refers to Miss Truman's as "The Wedding." "I chose my date last fall," the bride-to-be has explained. "I was surprised when I realized Miss Truman and I were being married on the same day, but it will be a nice thing to remember."

A bridal shop provided Miss Elser's white organdy wedding gown, cap and veil. Miss Elser has written her own copy for the Examiner and has made her own arrangements for photographers to record the ceremony and the reception later.

Miss Elser will receive her R.N. degree from the University of Kansas Medical Center in June. Mr. Harold is a research chemical engineer employed by the Continental Oil Co. in Ponca City, Okla. The couple will honeymoon by motor in the Ozarks.

The Independence scene presented other items of interest.

Several hundred people planned to skip off to Kansas City on Friday to see the Kansas City Athletics play the Chicago White Sox in the season's opening game. Mrs. Truman, one of the Athletics' most loyal supporters, naturally could not attend.

Mrs. Clyde Dewalt Jr., reporter for the Jaycee-ettes, informed the Examiner that her group would hold an installation at its dinner dance Saturday night at the Lake Lotowana Yacht Club.

Mrs. Ben Olson reported a Beta Sigma Phi Founders Day dance on Saturday night at the Knights of Columbus Hall and invited a photographer.

Mrs. Perry Bidstrup called to explain that the ladies of Trinity Presbyterian Church would be stuffing sausages for a smorgasbord. Mrs. Bidstrup requested picture coverage for the event.

The Three Trails Violeteers are inviting interested persons to enter their African violets in the competition at a show at the Jackson County Library.

Mr. and Mrs. Albert DeConinck are worrying about names for their triplet sons, born this week at Independence hospital. The babies are normal and healthy.

Several prominent local women will be out of town on Saturday. Mesdames John Overman Jr., Harry Talley, Sal Porto and Robert Shepherd left Thursday to attend a district conference of the American Association of University Women in Little Rock, Ark.

Actually, a bunch of dead fish drew a bigger audience than any other event here this week. When it was announced that the Missouri Conservation Commission would spray the waters of Prairie Lee Lake with a solution of rotenone (a chemical deadly to fish but nonpoisonous to humans), a big crowd stormed the area to get free fish and enjoy a little sport on the side.

The general idea of the extermination is to rid the lake of "rough fish" —carp, bullheads and buffalo—and restock it with bass, blue gill, channel cat and walleyed pike. More than 5,000 fishermen arrived with dip nets, bushel baskets and even bows and arrows.

Elsewhere in town mushroom hunters are out, high school seniors are making plans for graduation and several spring flower shows are scheduled.

But despite the myriad activities of this busy April week in Independence, there is no question that the real center of local attention is the big ceremony at little Trinity Episcopal Church.



LIFE AS USUAL goes on in town as customers still have time for ice cream.



BIGGEST AUDIENCE of week is crowd of 5,000 looking for easy catches when Prairie Lee Lake is sprayed with chemical to kill buffalo fish, bullheads and carp.



WINDOW DISPLAY honoring Margaret and fiancé stops girls on square.



REFLECTED EXCITEMENT registers in the window of license bureau in Independence. Two ladies look across Liberty Street to the Trinity Episcopal Church

where a group of townspeople have clustered to catch sight of the wedding party when it leaves after rehearsing the ceremony the day before the great event.

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### Independence CONTINUED



MEETING BRIDEGROOM, E. Clifton Daniel Jr., at airport, Margaret and matron of honor Drucie Snyder Horton approach as policeman tries to duck cameras.



**GETTING ACQUAINTED** with the Trumans, Mr. and Mrs. E. Clifton Daniel Sr. (*left*), who arrived in Independence on day before wedding, are escorted by Mrs.



WITH MR. TRUMAN, Clifton arrives at the wedding rehearsal in the Truman automobile. Margaret, who rode next to Clifton, was the next one out, followed

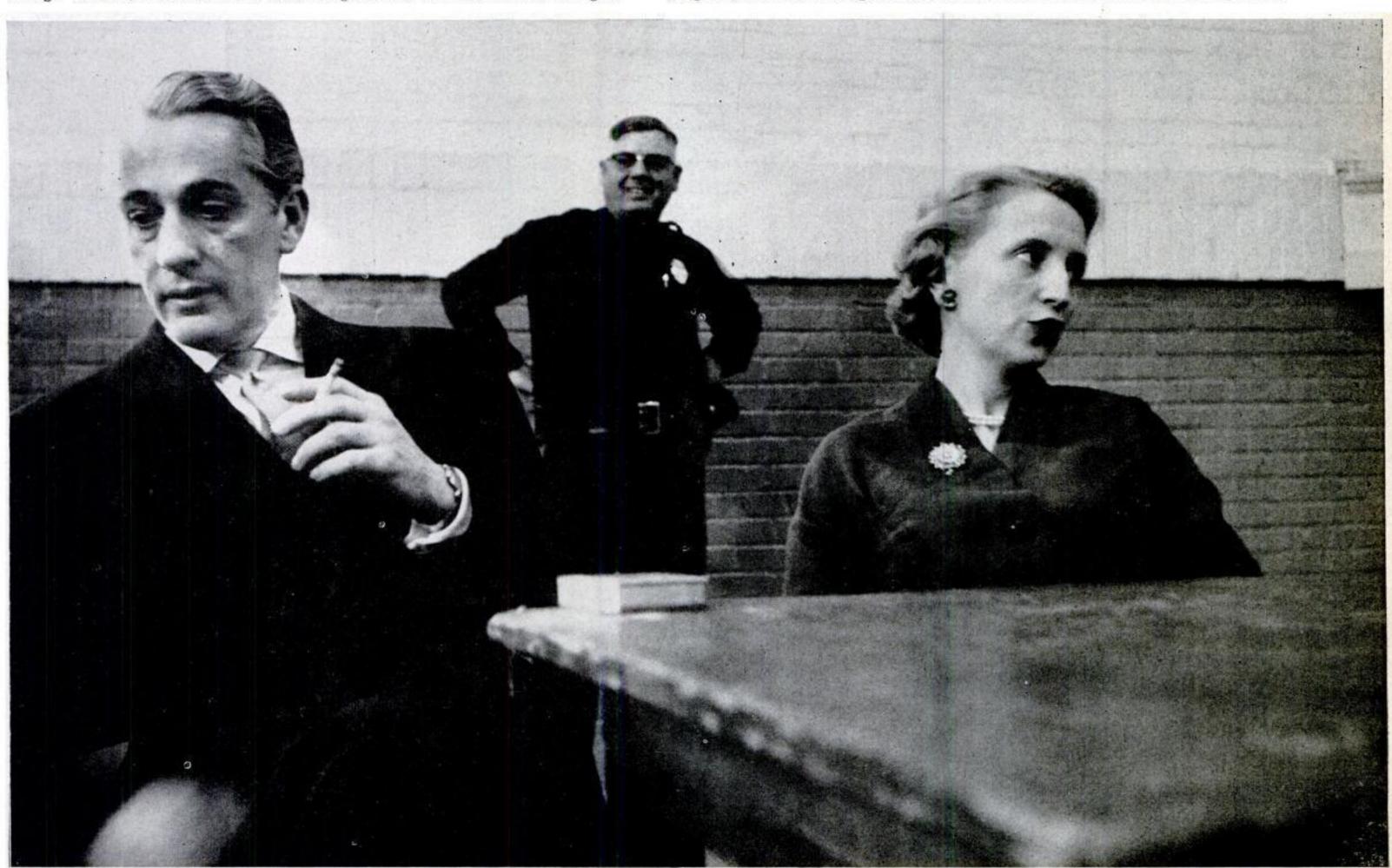
by her mother. In the rehearsal, which was closed to the public and lasted about one hour, Margaret broke tradition and practiced her own part in the ceremony.



Truman (center) through Truman backyard to the adjoining home of her brother, George Wallace, for a lunch. Clifton, Margaret and Mr. Truman are at right.



DRESSED FOR DINNER which Mr. Truman gave for the bridal party on wedding eve, Clifton and Margaret arrive with Drucie Horton at the Kansas City Club.



WITH MISS TRUMAN at only news conference of wedding week, Clifton listens gravely as Margaret talks to reporters. Interview took place on basketball court of

Memorial Hall after the rehearsal. They announced they would spend honeymoon in Nassau but declined to say precisely how or when they would travel.



HIS USUAL WALK starts daughter's wedding day for Mr. Truman, who swings out with his cane at 6:20 a.m. Over nearly two miles he was followed by press.



A SPECIAL WALK takes place later as the former President escorts Margaret to the car for ride to church. Her gown and veil are of 200-year-old Venetian lace.

### Independence CONTINUED



ADMIRER Katie Thornton, watching reception, says, "She's just beautiful."

### FOR ONE GUEST KISS RESOUNDS

Following the big wedding and the reception, Independence Woman's Editor Sue Gentry filed her final report to Life:

Margaret Truman was pretty as the sun was bright when she and Clifton Daniel Jr. exchanged vows at the altar rail of Trinity Episcopal Church. The whole ceremony, read by the Reverend Patric Hutton, required just 12 minutes. The guests remained standing.

As the bride walked down the aisle, Fontana, the designer who brought the beige wedding gown from her exclusive shop in Rome, noticed that the hem was caught up. She promptly leaned from her pew to straighten it. The bride carried a prayer book and a purse covered with gold lace and topped with white camellias and stephanotis.

The kiss which followed the vows resounded lightly through the church. The party left the church to the strains of Mendelssohn's recessional.

At the Truman home Mrs. Truman and Mrs. Daniel received with the couple. The bride and bridegroom left the receiving line to cut the cake. Members of her mother's bridge club served.

The guests at the reception included many Independence and Kansas City friends and there were several New York and Washington socialite friends.



RESCUER from veil trouble after the ceremony is the bridegroom in person.







FOR CIVIL RITES A SOLEMN GRACE WEARS BLOND LACE OVER ROSE TAFFETA

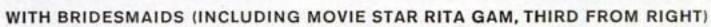


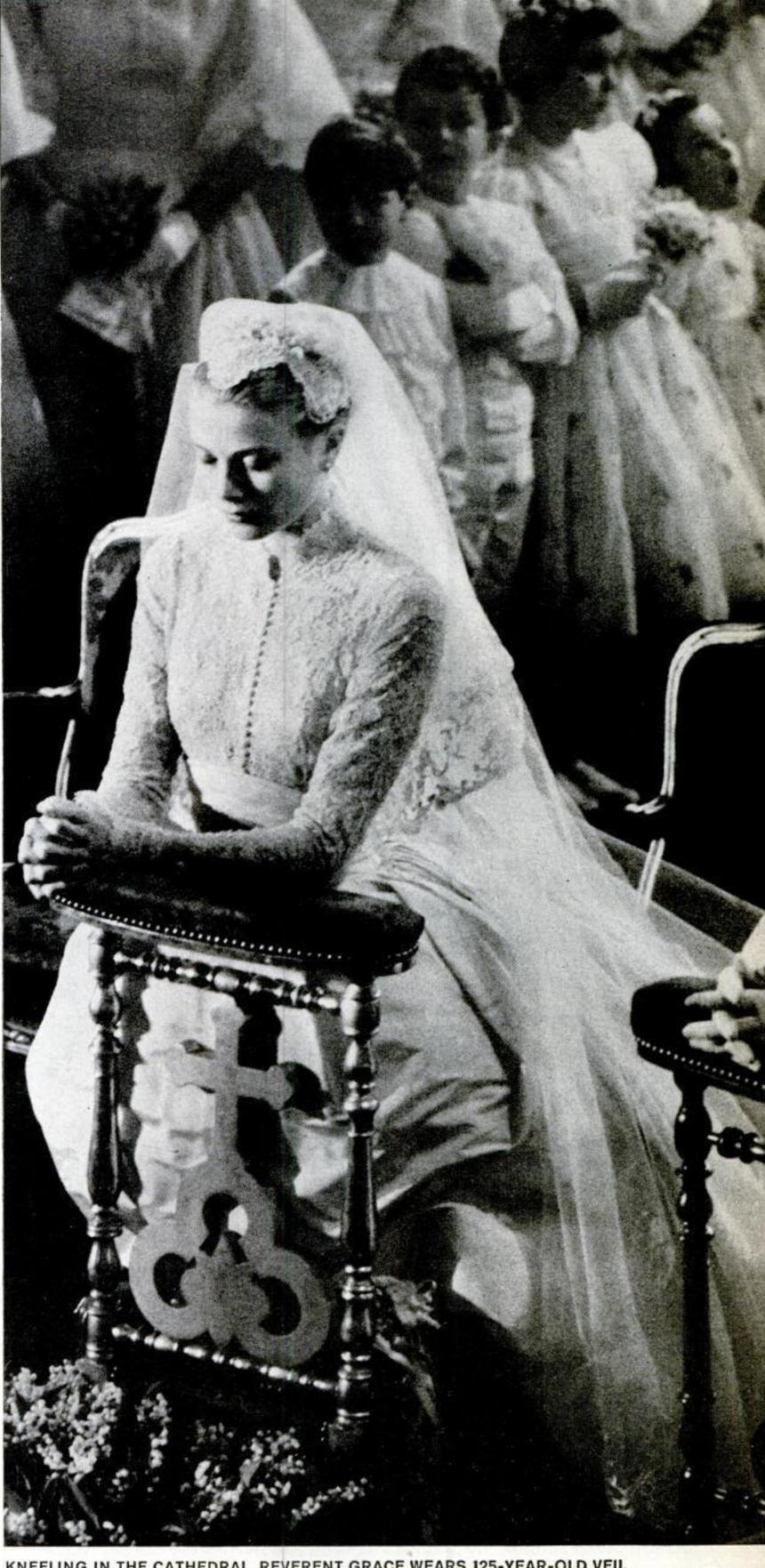
BEFORE CHURCH CEREMONY PENSIVE GRACE STANDS ON PALACE BALCONY

# MOVIES' PRETTY PRINCESS ASSUMES A REAL LIFE TITLE

Largely ignored throughout its long history, the pint-sized principality of Monaco last week enjoyed a beautiful modern recognition. Grace Kelly, daughter of a millionaire former hod carrier from Philadelphia and the virtual princess of moviedom's make-believe world, was getting married there. She was becoming a princess officially by her marriage to Monaco's Prince Rainier, who holds 139 other titles and







KNEELING IN THE CATHEDRAL, REVERENT GRACE WEARS 125-YEAR-OLD VEIL

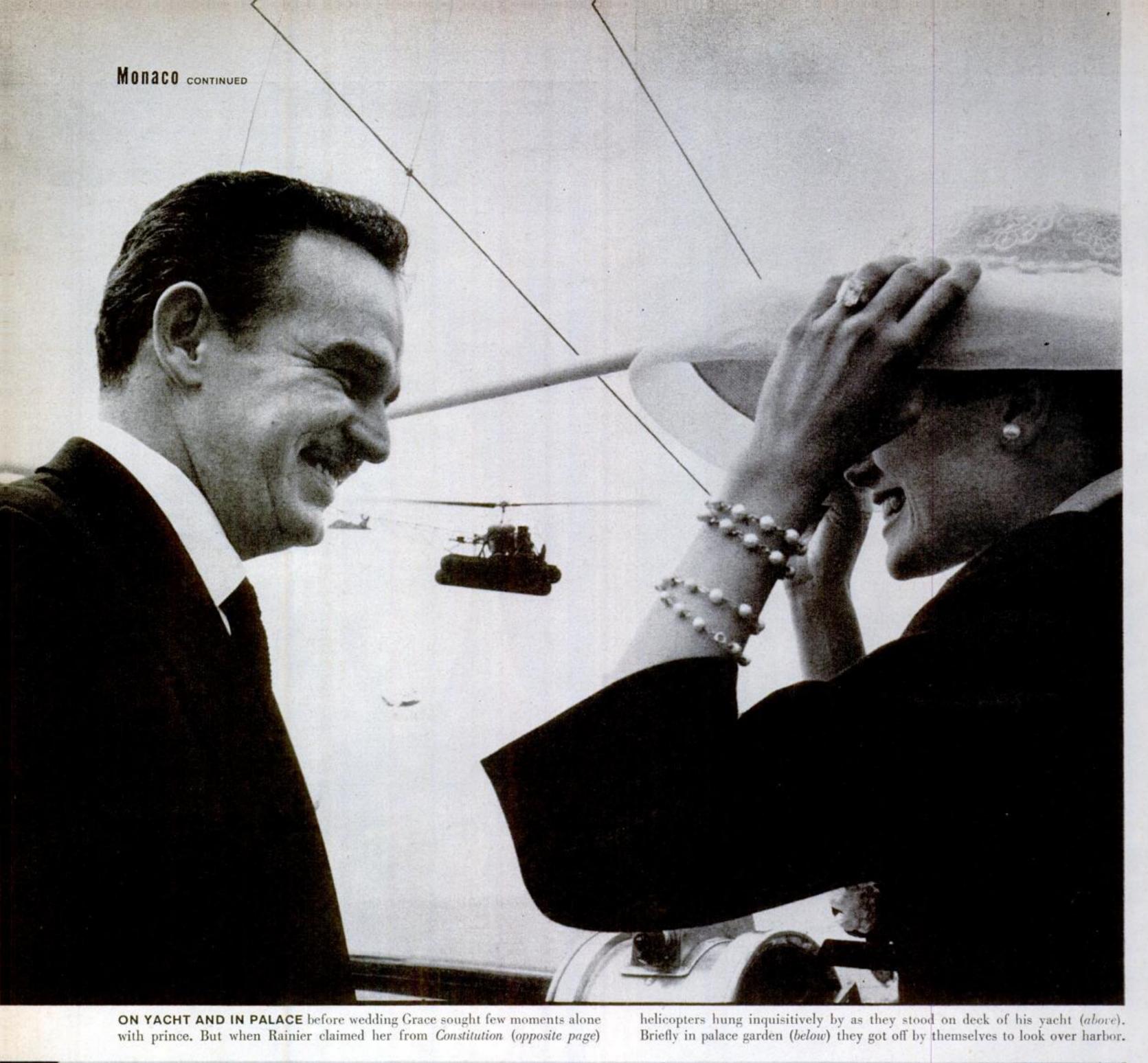
is absolute ruler of a 370-acre realm with 20,-000 subjects.

Throughout the palpitant anxieties which are the lot of every bride, Miss Kelly was everything the enthusiastic Monegasques could have wished. She had to go through two weddings, separately required by the Napoleonic Code of Monaco and the laws of the Roman Catholic Church. "I'm halfway married," she exclaimed

after the first wedding, a 16-minute civil ceremony in Rainier's crimson-damasked throne room. She was now Her Most Serene Highness, Princess Gracia Patricia of Monaco.

The next day before Monaco's Bishop Gilles Barthe in the Cathedral of St. Nicholas, Grace was regally and reverently beautiful during an hour-long ceremony. Delivered to the altar by her father, John B. Kelly, Grace became a wife indeed when she helped the nervous Prince Rainier settle the ring on her finger. "You are both children of God," said the bishop during the ceremony which ended in a nuptial Mass.

And so an old-style fairy tale came to its appropriately romantic conclusion, but only after a number of modern day variations and additions had come to pass (following pages).







ON DECK WITH HER DOGS, Miss Kelly wears dark glasses against the midday glare on the high seas. The black poodle, Oliver, has been her pet for more than

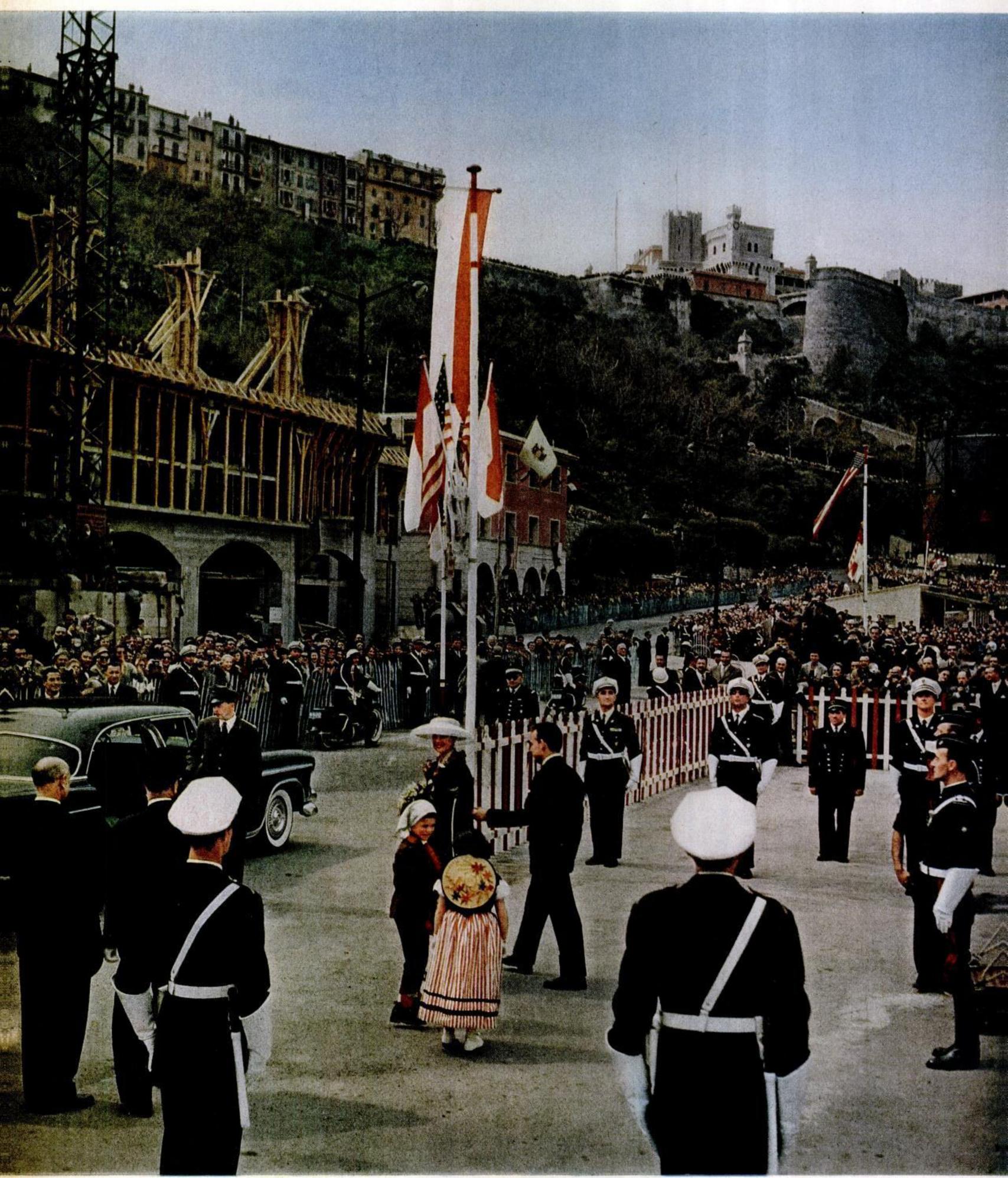
two years. When Grace boarded the Constitution she found the Weimaraner in her suite, a sailing present from her brother Jack. The dogs quickly made friends.

### AFTER CALM VOYAGE, GALA WELCOME

Voyaging to Monaco aboard the Constitution, Grace rested up from her hectic last days in the U.S. (Life, April 9). She mostly loafed in comfortable, sporty clothes, basked in the cruise atmosphere, caught up on sleep. She also unintentionally caused cancellation of a ship drill when 250 passengers tried to share her lifeboat station which had room for only 150. The peaceful interlude lasted eight days. It ended abruptly (following pages) when the ship anchored off Monte Carlo and, in a bedlam of welcome, Grace was greeted by her future realm.

IN LIFEBOAT DRILL, Grace arrives at her station while jacketed photographers crowd around her.





RESPLENDENT RECEPTION is accorded Grace on quay at Monaco as she and the prince move past uniformed police toward automobile that is to take them to

the palace on the crest of the hill at right. She has just received bouquet of lilies of the valley from Monegasque boy and girl (center) who are in native dress.



BRITISH ENVOYS arrive bearing silver tray from Queen Elizabeth in box.

MONACO CONTINUED

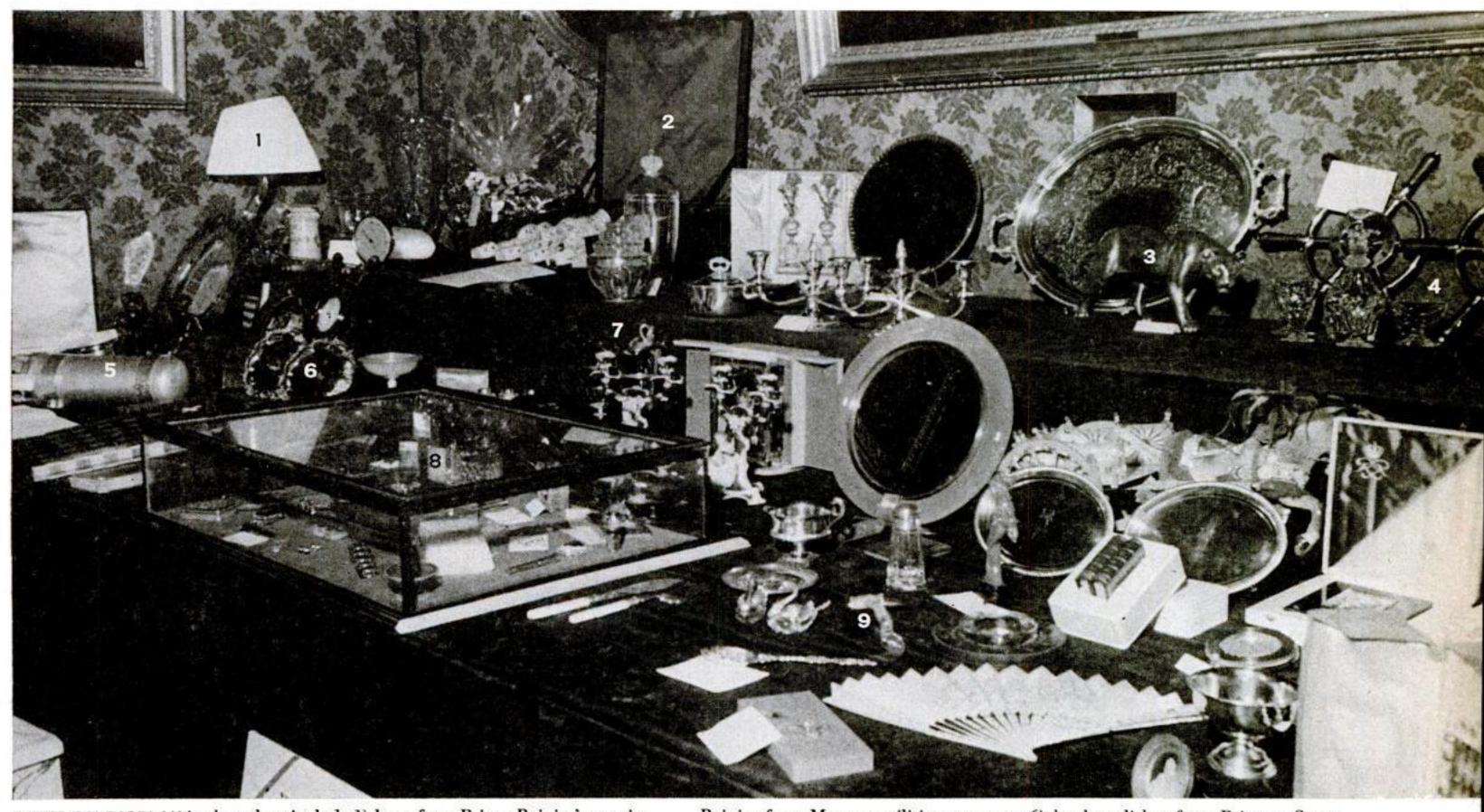
### THE GIFTS AND THE HEADACHES

The Princess-to-be had barely set foot in Monaco when the principality and much of the rest of Europe were there bearing gifts. The wedding presents ranged from fabulous to foolish. Among the more practical was a Rolls-Royce, among the less useful a gold and bone hatchet. Grace gave Rainier a gold cigaret case studded with jewels and he gave her a pearl necklace and bracelet with diamond trimmings.

All the loose wealth gathered there acted magnetically on Europe's thieves. Their first big theft was \$50,000 worth of jewels swiped from the wife of a pal of Grace's father, Matthew McCloskey, treasurer of the Democratic National Committee. The next victim was a bridesmaid, Mrs. Maree Pamp of Philadelphia, who lamented that \$8,000 in gems vanished from her hotel room. The biggest haul was five paintings which disappeared from the home of Dr. S. Mikhaïloff and were valued at \$95,000. Baffled though they were by these crimes, the police did not come off empty handed: they caught several pickpockets.



PALACE SERVANT carries gifts, staff and a jar through the carriage house.



GIFTS ON DISPLAY in the palace include 1) lamp from Prince Rainier's cousin, the Marquis de Polignac, 2) china coffee service from President Gronchi of Italy, 3) silver panther from palace staff, 4) crystal decanter and ship's barometer and clock from President Coty of France, 5) an underwater camera for skin-diving

Rainier from Monaco utilities company, 6) bonbon dishes from Princess Serge Wolkonsky, 7) twin pitchers from the mayor of nearby Nice, 8) glass case filled with gold pins, bracelets, pens, pencils and diamond-studded jewel box from the Aga Khan, 9) a bone and gold hatchet from the Speleological Club of Monaco.



ROBBED GUESTS Mr. and Mrs. Matthew H. McCloskey leave their Monte Carlo hotel where thieves looted room.



HANDCUFFED PICKPOCKETS are marched along street after being rounded up. They had stolen money and jewels.



BEREFT BRIDESMAID Mrs. Maree Pamp had no jewels to wear to ballet.

### MONACO CONTINUED





HOMING PIGEON to carry Grace's greetings to French children escapes and flies off empty footed.



ENTERPRISING PEEPERS get an unobstructed view of evening fireworks display by hiding out in a

tree. They saw portraits of Grace and Rainier, fired into the sky by rockets, floating down by parachute.



CIVIL CEREMONY is held in palace throne room where Rainier and Grace sit stiffly on gilt Louis XVI chairs. Only 100 select guests attended. Nearest Grace

sits her family: (left to right) John Kelly Jr., his wife Mary, Grace's mother and father. At far right are bridesmaid Rita Gam and husband Thomas Guinzburg.



CHEERING SUBJECTS gathered in square decorated with flags and Rainier's family coat of arms

acclaim their new princess after the wedding. Grace was at the open window of the palace in background.



JOLLY PAIR are Conrad Hilton (left), U.S. representative, and Rainier's chaplain, Father Tucker.

### JOY PLUS CEREMONY, CIVIL AND RELIGIOUS

All week long Monaco rocked with the wedding festivities. As thousands of guests and visitors jammed the streets and squares, Grace and the prince were swept through garden parties, formal receptions, gala ballet performances, grand balls and fireworks staged with rococo splendor. The princely imprimatur did not forestall troubles that might have arisen at any wedding. As the hour of the ceremonies drew near, the bridegroom became visibly fidgety, bridesmaid Rita Gam had an attack of nervous insomnia, one of Rainier's friends collapsed and had to be carried away on a stretcher and even the bride for the first time showed signs of strain. But once the solemn ceremonies in St. Nicholas Cathedral were finished, the couple quickly left their families, the fanfare and the celebrating throngs behind them (next page).



RELIGIOUS CEREMONY is held in chilly St. Nicholas Cathedral. Following solemn exchange of vows the bridal couple kneel on ornamental prie-dieux before

the altar for Communion. Flanking them are Rainier's mother, Princess Charlotte (left) and Grace's parents. Behind couple stand bridesmaids and flower girls.



THE HONEYMOONERS stand close to each other on board yacht Deo Juvante shortly before it sailed out of Monaco harbor into the Mediterranean twilight.

With a nine-man crew and Grace's poodle Oliver, the prince and princess will cruise around the Mediterranean, may stop off at Rome for audience with Pope.



## How an African flower has been tamed for the soup kettle

(Okra is a typical example of the pains Campbell takes to begin with the best)

Originally a native of Africa, Okra is an ornery sort of a vegetable.

Long, sharp spines stab the unwary picker of the edible pods. The pods have to be picked at exactly the right time to be at their full-flavored best. An experienced picker knows when the pod is ready by the color, but the Okra plant hides the pods under its broad green leaves.

Okra's delicate flavor combines unusually well with chicken in a soup. Campbell, with its genius for blending, uses Okra in its good Chicken Gumbo. It's also a tasty part of Campbell's Vegetable Soup.

The way our plant scientists have helped tame it is a pretty typical example of the way Campbell starts at the beginning to get the best raw materials in the world for the Campbell Kitchens.

Through generations of crossbreedings,

Campbell agricultural research men have developed a spineless variety of Okra with more attractively colored, more uniform pods. They've also made real progress toward a plant with lacier leaves so it will be easier to see when the pods are ripe.

All this, of course, has meant better yields for Campbell growers, easier work for Okra pickers, and better Okra in those Campbell's Soups to which it adds its flavor.

When the Okra arrives at the Campbell Kitchens, men who have devoted a lifetime to blending fine flavors take over. Most people seem to feel that the results they get make it worthwhile to go to all that trouble to get them the best ingredients to work with. So we imagine they'd agree with the saying that Campbell lives and works by:

"To make the best, begin with the best—then cook with extra care."



Soups • Tomato Juice • Pork & Beans

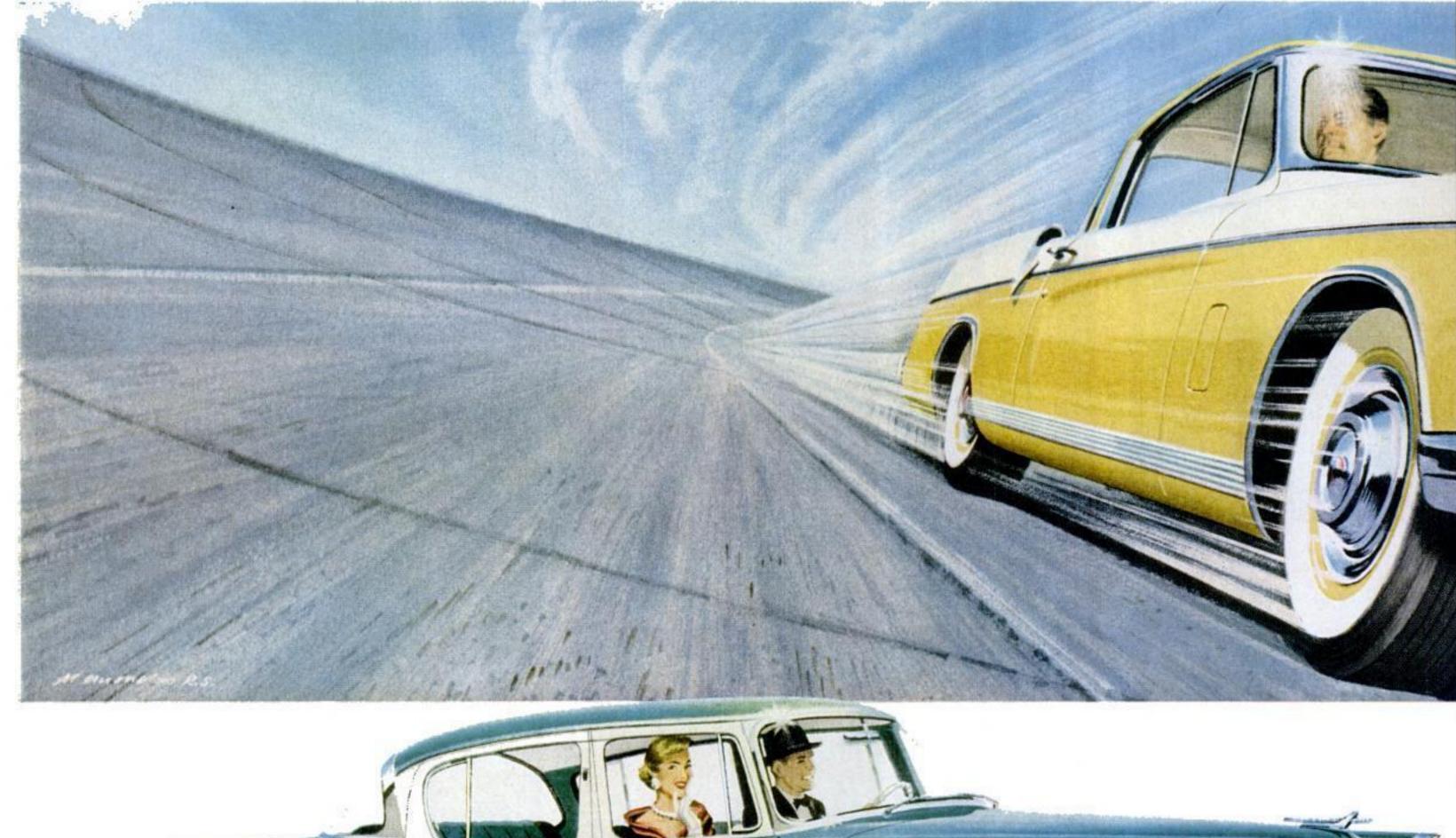
V-8 Cocktail Vegetable Juices

Franco-American Products

Swanson Products, including "TV" Brand Dinners

Newest, freshest styling, greater horsepower, longest wheelbase, oversize brakes, and a ride that's sheer luxury—that's why so many more people are making Studebaker their big new choice in the low price field...come on along—

# Studebaker's really on the





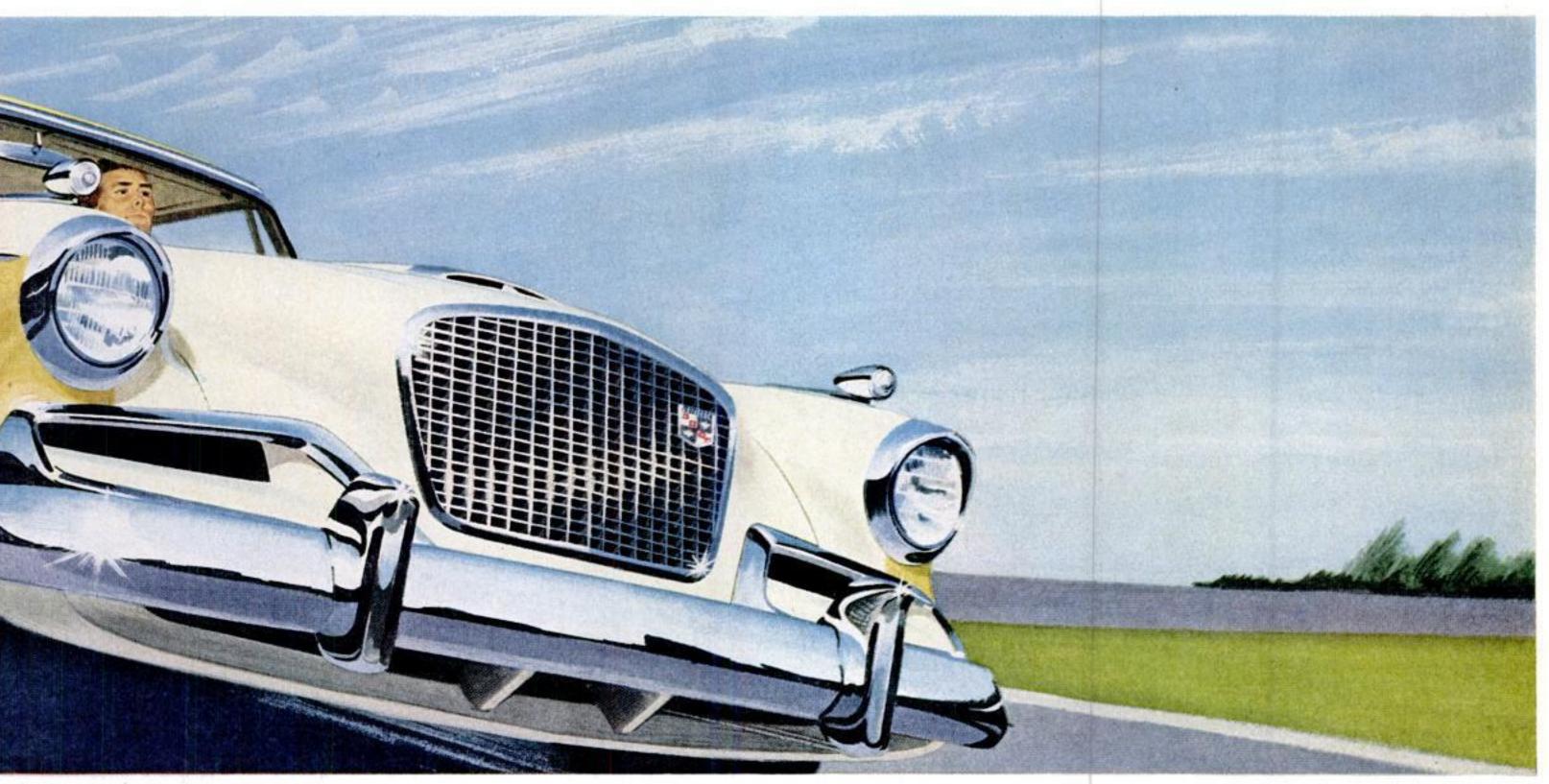
Beautiful! Here's the longest, most beautiful, high-powered car in its class—
120½-inch wheelbase, 210 hp. Just one of 16 new Studebaker models that bring the look, the ride, the craftsmanship of luxury to the low price field. See them at your Dealer's soon.



move!

Big! Three big, beautiful new Studebaker station wagons to choose from.

All bring you an exclusive Studebaker first—double-teamed springing to give a road-hugging, limousine ride whether loaded or empty. You'll have more kinds of fun in these new Studebakers—the ruggedest, best-looking, most comfortable wagons of them all!



275-hp. Golden Hawk

Brilliant! Here comes fun—Studebaker's sensational 5-passenger family sports cars!

The Golden Hawk offers the most power-per-pound of any American car. And there are four Hawks to choose from, four price ranges—including the lowest. They're for you if you're looking for a family car that offers sweet, easy handling, superb roadability, sedan comfort and brilliant performance. In every way, the Hawks truly live up to the year's most exciting styling!

Tune in "TV Reader's Digest"every week.

# Studebaker

Craftsmanship
Mair!



...how to set the stage for a perfect evening

What a production...today's Four Roses!

Here's a flavor that's been carefully tailored to satisfy the most discriminating taste. A *bright-ness* no other whiskey can match.

And this brighter taste—this soft, glowing richness—never varies a drop in Four Roses. Each drink, each bottle offers the same unrivaled perfection.

Sounds expensive, doesn't it? Actually it costs only a few pennies more per glass for the finest. So why not make tonight a memorable one in your home. Simply feature Four Roses.



When it's time to enjoy the finest...it's FOUR ROSES time

FOUR ROSES DISTILLERS COMPANY, N.Y.C. BLENDED WHISKEY. 86.8 PROOF. 60% GRAIN NEUTRAL SPIRITS.

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# A LOOK AT THE WORLD'S WEEK



# THANSTORS FROM LIVE IN MARKE THAN THE PROPERTY OF THE PROPER

#### HIS HONOR'S HELPING HAND

In Kansas City, Mo. Mayor H. Roe Bartle put on a baseball uniform and threw out the first ball for the opening Kansas City game with the Chicago White Sox. Later, seeing smoke rise outside the park, he dashed from the stands and, still in uniform, helped firemen put out a blaze.



### A CONSTRUCTIVE CONFERENCE

In Jerusalem, U.N. Secretary-General Dag Hammarskjöld met with Israeli Premier David Ben-Gurion, later announced Israel and Egypt had agreed to a cease-fire. Other broken promises caused most observers to view his announcement as at best a first step toward real peace in the Middle East,

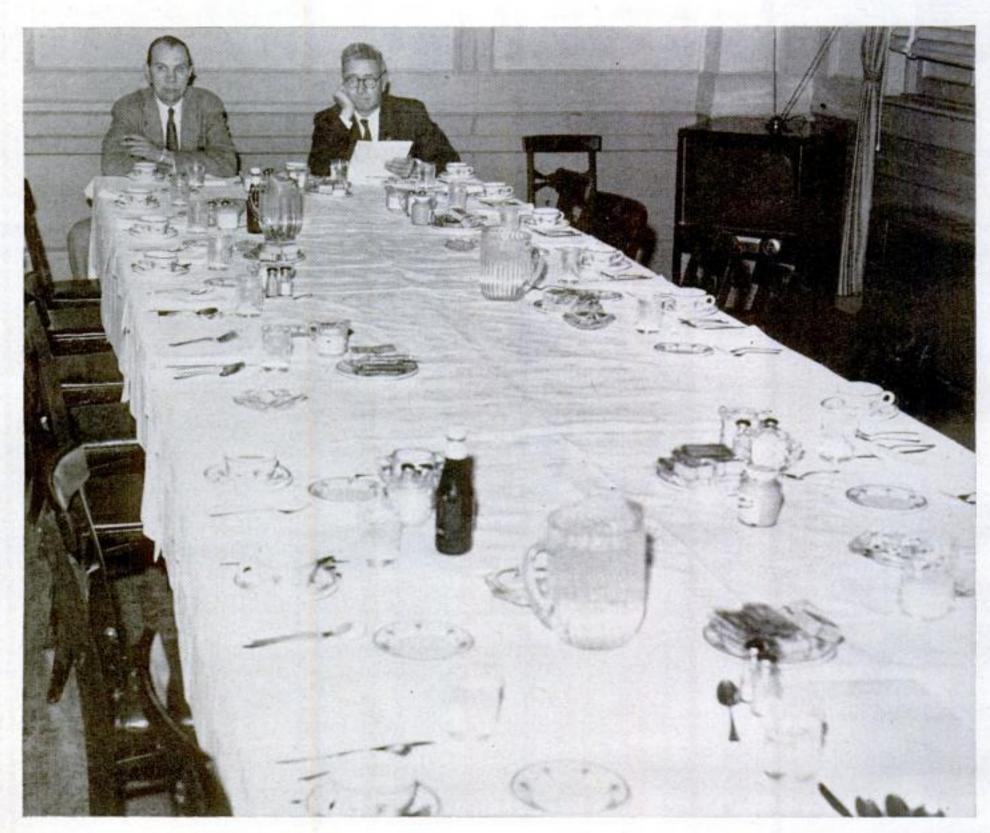
### TESTIMONIAL TO A TOUGHIE

◆ Tough Teamster Boss Jimmy Hoffa (Life, April 9) was walking amid respectability. At Harvard he gave a lecture on collective bargaining. In Detroit, standing beneath his broadly smiling portrait (above), he was honored at a testimonial dinner that featured a 500-pound cake topped by a sugar candy truck, a glowing tribute from Teamster President Dave Beck (left), and a \$268,000 collection for a children's home in Israel.



### PLANE'S WING FULL OF HELPFUL PASSENGERS

Taxiing into Genoa harbor, a British seaplane was hit by a big wave, causing it to drag a wing in the water. When the plane did not right itself, the crew herded the 37 passengers onto the other wing as counterbalance. There they waited until a tug pulled the plane to the dock.



### LUNCH PLACES EMPTY

In Charleston, W. Va., Al Carey (right), a Republican candidate for the U.S. Senate, invited 35 politicians to a lunch meeting on clean government. When only County Chairman Roy Pierson showed up, Carey left without eating.

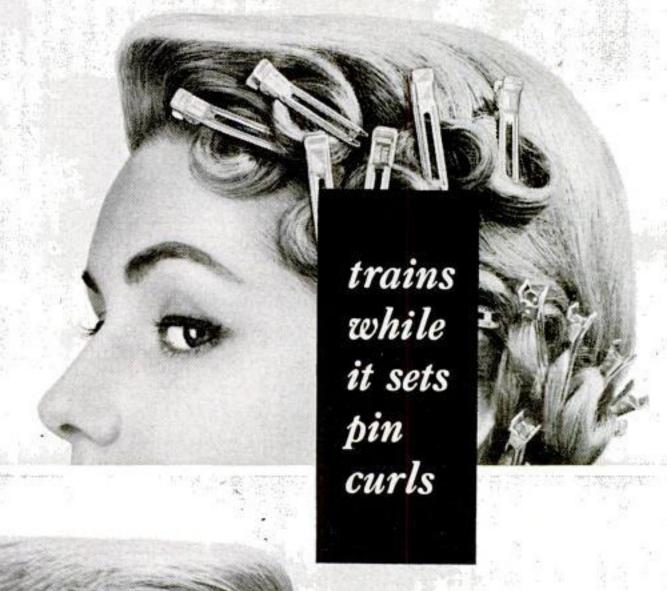
### FIRE ESCAPES PACKED

When a fire broke out in Chicago's 22-story Transportation Building, 13 elevators were in use but many of the 2,800 people walked down. The evacuation went so well the building management gave each employe a \$50 war bond.



# NEW\* Helene Curtis Spray Net actually trains your hair!

\*Only Helene Curtis Spray Net has this wonderful plus: the exclusive new "control" ingredient that trains your hair to stay curled!



trains
while
it
holds
your
wave



# Helene Curtis spray net

It's the most exciting thing that's happened since permanent waves!

SPRAY NET actually trains your hair to stay curled—thanks to

hair to stay curled—thanks to Helene Curtis' new "control" ingredient. No other hair spray has it!

Use SPRAY NET to set springier pincurls, to hold your hair softly in place. Gradually . . . excitingly . . . your hair actually gets the *habit* of curling! It won't happen overnight — but it will happen! Soon your hair needs only gentle reminder-

sprays to remember its place from shampoo to shampoo.

No matter what hair spray you're using now, there's a delightful surprise waiting when you try spray net with Helene Curtis' new 'control' ingredient. It's non-sticky, non-stiffening, enriched with lanolin. And so safe you'll want to use it for little girl's curls.

But the big difference—the wonderful plus: this is the hair spray that actually *trains* your hair.

Two formulas

Super Soft and Regular Not all hair is alike. That's why Helene Curtis has two

kinds of Spray Net: SUPER SOFT, trains most hair and hair styles beautifully.

SUPER SOF

REGULAR, for hair harder to manage.

Three sizes: 69¢ Size, Large \$1.25, Giant \$1.89 plus tax



**EDITORIALS** 

### HOW TO BE RIGHT AND PRESIDENT

Few issues have been loaded with more political booby traps than the farm bill which President Eisenhower vetoed. His handling of it displayed not only a high moral courage but a mastery of higher politics which seems to be blowing up the booby traps in the faces of their contrivers.

Despite the last-minute pleas of three farm state governors that a veto would cost the Republicans farm votes, Eisenhower nevertheless went ahead, rejecting it because "it was a bad bill." He made his decision on what is best for the country rather than what is politically expedient. Such political courage is rare; the veteran New York Times Washington Correspondent Arthur Krock had to go decades back into history to find two similar tests of principle—Grover Cleveland's veto of a pork-barrel pension bill backed by the potent G.A.R. and Woodrow Wilson's veto—which he knew would be overridden—of the extension of wartime prohibition.

Eisenhower, while rejecting a measure which would have pumped \$1 billion of higher supports into farmers' income this year, boosted the levels of price supports enough to bring farmers an estimated \$500 million of additional income. Some newspapers—e.g., the Des Moines Register—regarded this as a political compromise vitiating somewhat the moral courage of the veto. If it does, the action nevertheless needs to be understood in the light of the President's own approach to the farm problem.

He believes, with Secretary Benson, that the heart of the problem lies in the huge, overhanging surpluses which depress prices; that not until these are eliminated can agriculture thrive in a free market like the rest of the economy; that until then the government, having helped the farmer into this mess, has the responsibility to help him out of it. Eisenhower has said the best that can be hoped for is a zigzag program, zigging always toward a free market but zagging enough to meet intermediate crises. His boost in support prices is such a zag.

But won't it increase the surpluses? It will, by about \$100 million worth this year—all the more reason for Congress to provide the soil bank the President requested to pay subsidies for taking acreage out of 1957 production. The President regards that kind of a handout as an evil but a lesser and self-liquidating evil because it attacks the root of the problem, which is reducing the surpluses.

In sum, the President has shown moral courage and a sense of the realities as well. It is a good example of the guidance he gave the Republican party leaders a day later when he said the party's forthcoming campaign should be based on "people and principles." That this combination—of concern for people without surrender of principle—is better politics than either alone is shown by the failure of the Democratic-controlled Congress to get even a majority on the motion to override his veto.

Walter Lippmann, in *The Public Philosophy*, deplores the fact that most "successful democratic politicians...advance politically only as they placate, appease, bribe, seduce, bamboozle." We are inclined to think that the American people as a whole have grown tired of the multiplying corruptions of expediency and pressure group politics. There is a growing thirst for integrity in government and the President is providing it. Henry Clay would rather be right than be President, but Eisenhower thinks it is possible to be both.

# THE LUCK OF THE BRITISH

It is a solemn moment in the British parliament, each year, when the chancellor of the exchequer, in his striped pants, enters with the locked, black dispatch case containing the closely guarded secrets of the budget. This year after Chancellor Harold Macmillan unlocked his box, he announced with pride, "I have something completely new for the saver in Great Britain—a premium bond." (Ministerial cheers) "Let me say at once," he went on, "that this is not a pool or a lottery where you spend your money. The investor in the bond I propose is saving his money. He will get it back when he needs it, but as long as he holds it saved, his reward instead of interest is the chance of winning a tax-free prize."

An awed hush seemed to fall across the assemblage at the prospect of the proud and mighty government of Great Britain proposing to go into the gambling business. In the ensuing debate Laborites rose to roar their shocked contempt. In 1951, cried their spokesman, Harold Wilson, the Conservatives had promised to "build a Britain strong and free." Now, said Wilson, Britain's strength, freedom, and solvency "apparently depend on the proceeds of a squalid raffle." He predicted the Conservatives will fight the next election on a bookmaker's slogan: "Honest Charlie Always Pays." Members of the British clergy were equally shocked: "An extraordinary confusion of spiritual and commercial values," cried one.

Well, it does come as a bit of a surprise, much as if our own Secretary of the Treasury had been discovered tossing pennies at a crack. Actually, the British government raised funds by lotteries until moral opposition led to their outlawing in 1823. Macmillan's proposal, not designed to raise revenue but merely to promote savings, is different.

He proposes to issue bonds in one-pound denominations (\$2.80), with a limit of 250 or so to each customer. The

bonds will pay 4% interest, but this, instead of going to the owner, will be pooled and awarded each month to lottery winners. Prizes will go as high as £1,000 (\$2,800). Any time the owner wishes, he may cash in his bond at full value. If Britain's economy is to remain sound, said Macmillan, the nation must, above all, save. The lottery bonds will encourage this.

To us the proposal has its points. Englishmen are already spending an estimated \$1.5 billion a year on various forms of gambling. What makes this questionable, as we understand it, is that people who cannot afford to lose money, do lose it in such ventures, as they do also in the type of state lotteries run by France, Spain, Mexico, etc., which thereby give public blessing to a private weakness. Some lotteries are at times further tainted by being "fixed," or looted by the officials who administer them. LIFE has always taken a dim view of such schemes, as well as the argument for their reintroduction as a source of revenue in the U.S. (Louisiana and other states used to use them, but fraud and corruption led Congress to ban lotteries from the mails in 1890). Besides there is no need for Macmillan's scheme in the U.S., where savings bonds adequately serve the same purpose.

The moral objections to lotteries in general do not seem to apply to the British plan. It involves no loss of capital and surely would be honestly administered. It strikes us as a praiseworthy product of that somewhat sanctimonious realism which is the real source of British character. It recognizes the reality of the gambling instinct but directs it toward that very quality which the moralizing Victorians prized most, thrift, a quality which has been out of fashion ever since 1939. If gambling is the only way that thrift can be revived, better that way than having no thrift at all.



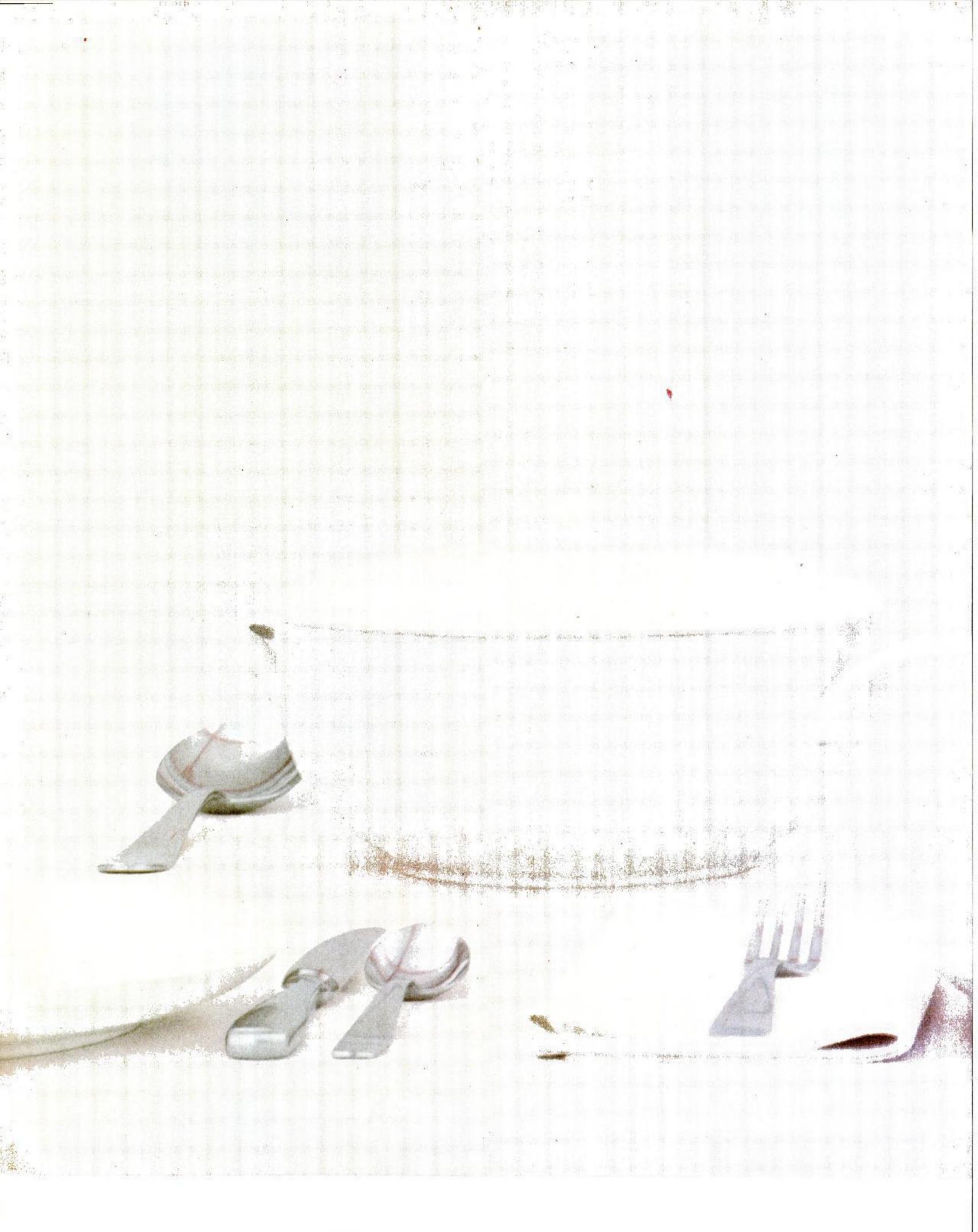
Pat-a-cake, pat-a-cake, baker's man.

Make me some Jell-O as fast as you can.

Pick a <u>new</u> flavor and mold it in shape--
Black Raspberry, Black Cherry, or delicious new Grape.



JELL-O IS A REGISTERED TRADE-MARK OF GENERAL FOODS CORPORATION



### Hunt...for the best





With more years of research...more study and experimentation...more major contributions to dental hygiene during the past 79 years than any other company in the world, COLGATE—WORLD LEADER IN TOOTHPASTES—NOW ANNOUNCES

COLGATE

# BRISK FLUORIDE TOOTHPASTE

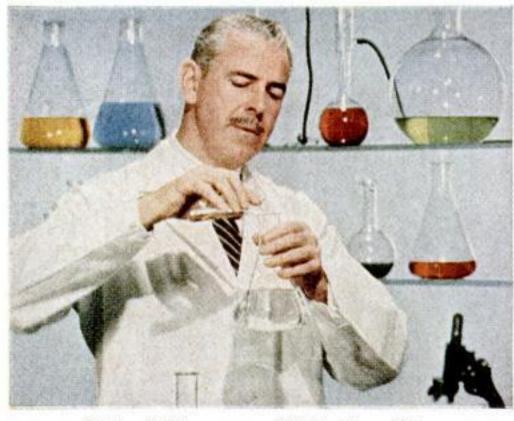
Contains the ONLY FLUORIDE proved in 10 years of clinical tests



# HARDENS TOOTH ENAMEL, MAKES TEETH STRONGER

starts working instantly

# TO DEFEAT DECAY



#### Scientists proved this Fluoride

and Brisk's Fluoride is the *only* Fluoride proved in 10 year clinical tests... the same fluoride now being used successfully in water supplies... the same dentists use successfully to reduce decay. That's why this same fluoride, so widely approved by medical, dental and governmental authority, is now in Brisk.



#### Benefits both adults and children

Brisk's Fluoride/85, Colgate's exclusive new formula, helps protect all permanent teeth whether in adults or children over six. Brisk's Fluoride is instantly released . . . works on contact as you brush your teeth . . . strengthens tooth enamel as no other decay-preventive ever could.

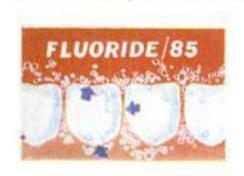


### Works even while you eat, drink or sleep

because Brisk's Fluoride/85 not only gives you wonder-working Fluoride to strengthen tooth enamel, but provides a second, tested decay-fighter that starts working instantly . . . keeps working all day against the formation of decay-acid. Unless you get Brisk, you cannot get the benefits of Fluoride/85.

### Only BRISK has FLUORIDE | 85,

gives extra protection Fluoride alone can't give — works best where you need it most



Brisk's Fluoride concentrates in weak or "soft" spots where decay usually starts — combines with and becomes part of the tooth enamel — thus protects as no other decay-fighter can. And Brisk's stay-active decay-fighter reaches into crevices between teeth — starts working instantly to defeat decay.

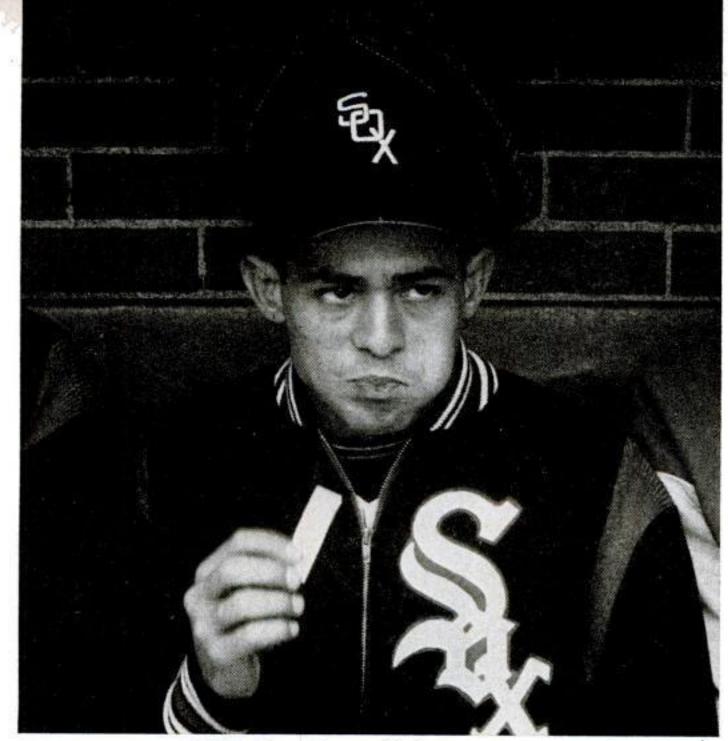


#### **WONDERFUL FLAVOR!**

Helps keep breath fresh all day!

And there's no "tinny" aftertaste
with new Brisk! Your mouth
tastes sparkling cool and sweet!
Brings out all the natural
whiteness of teeth!

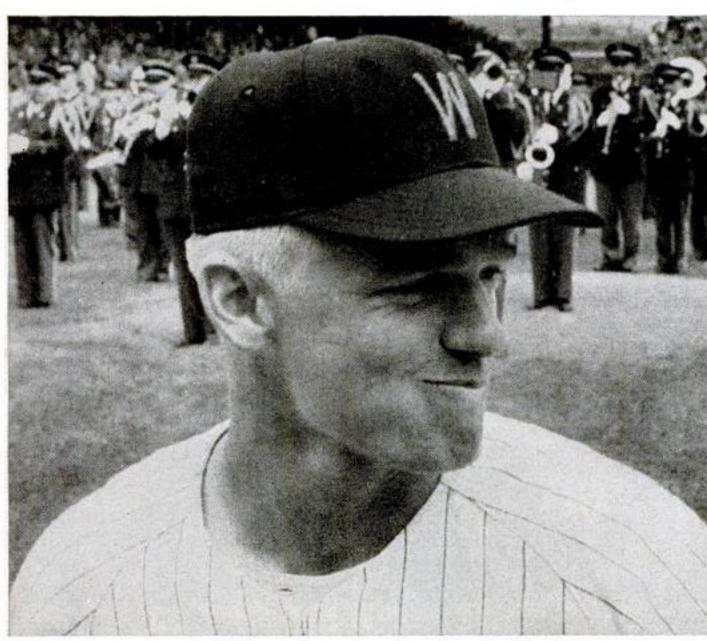
\*A trade-mark of the Colgate-Palmolive Co.



LUIS APARICIO of White Sox, 21-year-old shortstop, tries to ward off the cold and first-game jitters. A 160-pound Venezuelan, he was discovered playing winter ball in Caracas two years ago and signed by a Chicago scout. Brought up and assigned to Memphis last year, he was impressive in the field and batted .273.

# THE FIRST BIG LEAGUE GAME FOR EIGHT BOYS

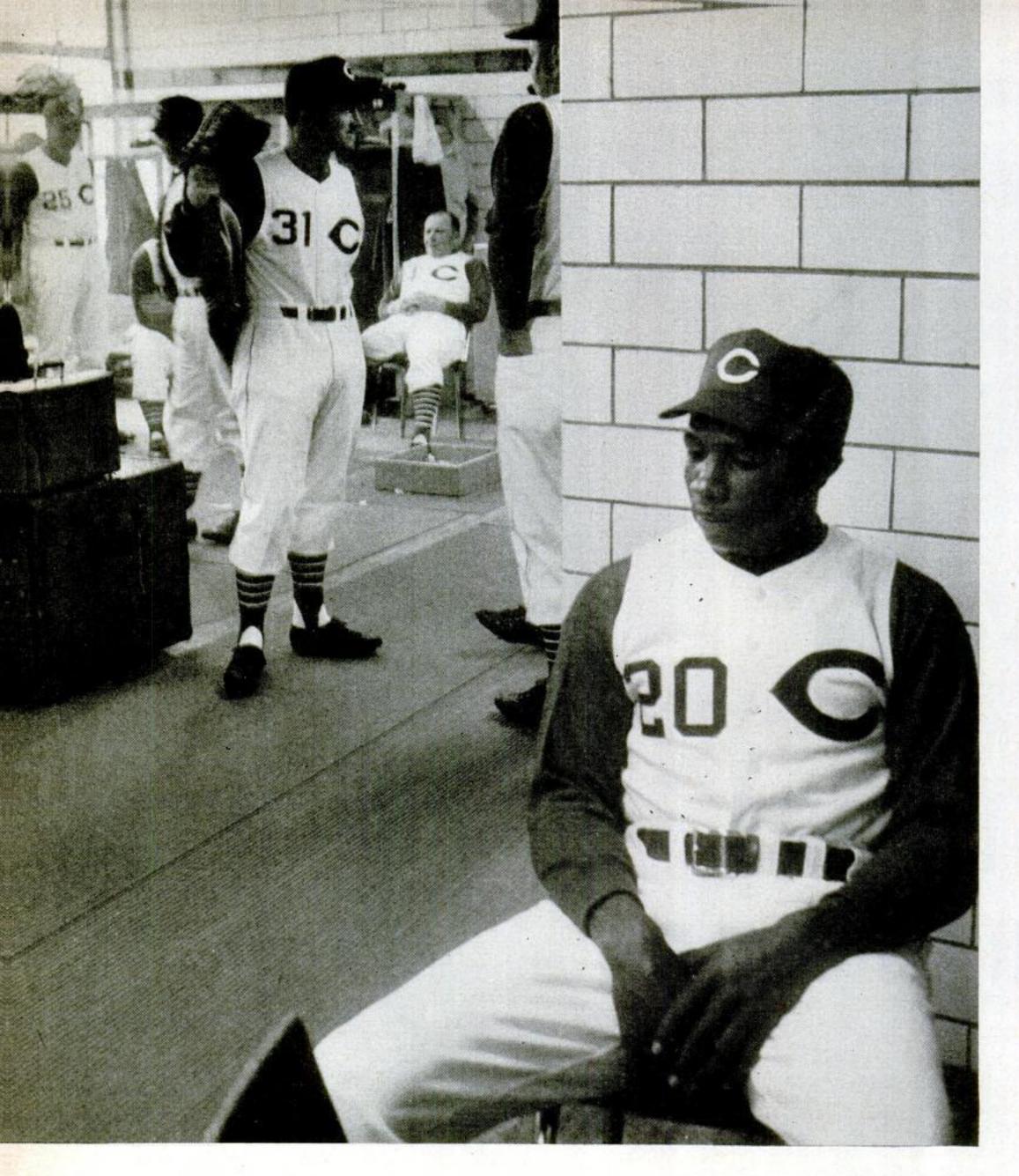
Last week seven dry-lipped young men pulled themselves together with considerable effort. They were about to play their first big league ball game and the fuss and confusion of opening day did not help. Before taking the field a White Sox rookie (above) chewed gum, then a wad of tobacco in an effort to be casual. Others in the record crop of rookies making opening-day debuts gave way to helpless giggles and silly grins, or just went numb. On these pages Life catches moments in the big day of the skittish seven and documents the nonchalance of an eighth, Frank Robinson (next page), who slept 12 solid hours, took his time showing up at the park and explained, "It's just another ball game to me."



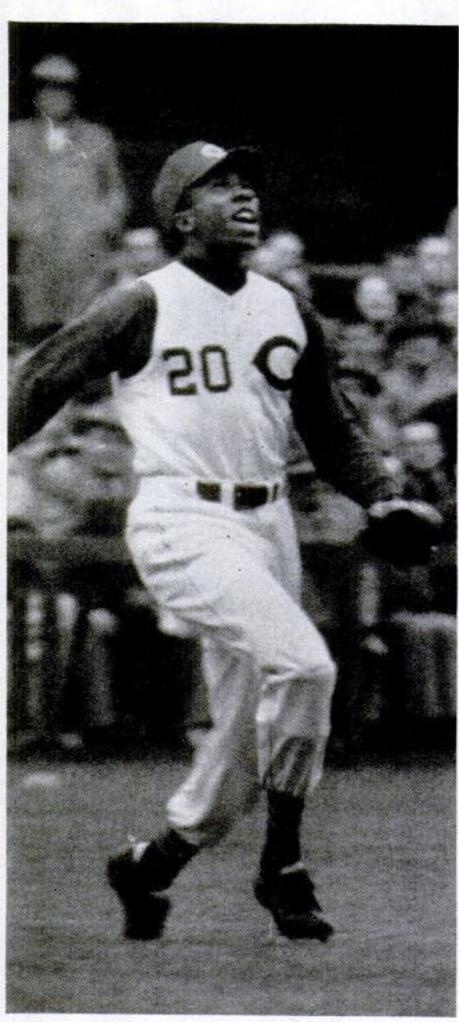
**DORREL HERZOG** of Senators, 23-year-old rightfielder, tips off his anxiety with a nervous grin. He was first spotted by a Yankee scout playing high school ball at New Athens, Ill. After two years in the service he played with Denver and hit 21 home runs. The Yanks traded him to Washington over the winter.



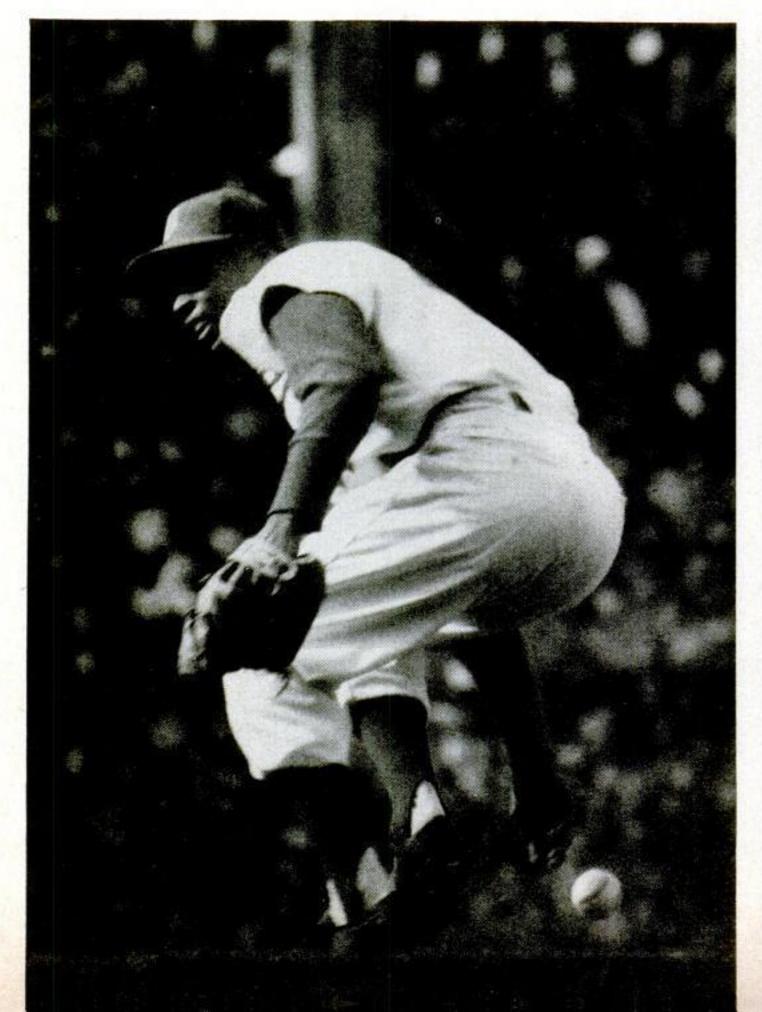
CHARLEY NEAL of Dodgers, 25, a native of Longview, Texas, wears scared look entering ball park for his big league debut. Called the best second baseman in baseball before ever playing in big leagues, Neal was phenomenal in the field for Montreal last season. In addition he hit 16 homers and batted in 75 runs.

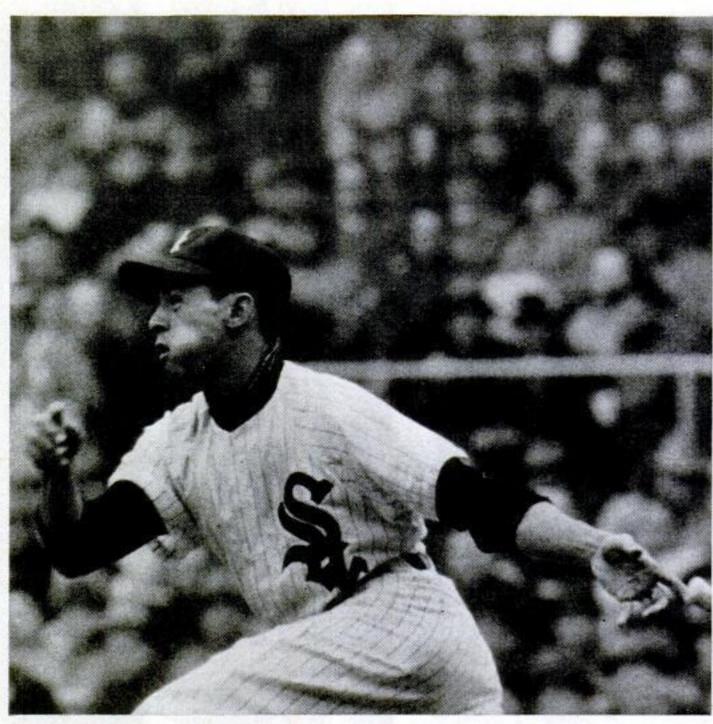


First Game CONTINUED



FRANK ROBINSON of Cincinnati, not at all nervous (left) before game and galloping under a fly (above), is a 20-year-old leftfielder. A Texan who now lives in Oakland, Calif., he came to Cincinnati from the Sally League. Last year, when not hampered by a badly swollen arm, he batted nearly .400.





A HIT BY APARICIO, still vigorously chewing his wad in Chicago-Cleveland game, moves runner up. He is consistent at bat but seldom hits for extra bases.

BOBBLE BY NEAL in Brooklyn-Philadelphia game comes with bases loaded and permits run to score. Overanxious, Charley grabbed the ground ball, then lost it.

CONTINUED



Afford it? Of course you can ...

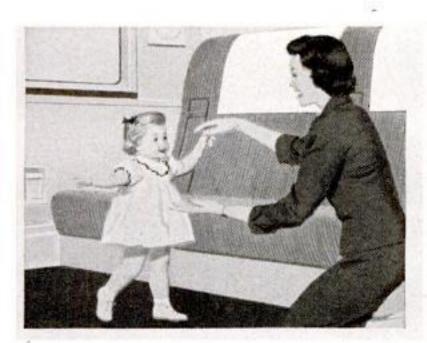
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Anyone who travels can afford to go this safe, relaxing, time-saving way!

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You'll Relax in Safety! How very good it is to know that this fast, comfortable, dependable way to travel is so safe! Figures show you and your family are safer in a Pullman than in your own home! And what fun to travel by Pullman!



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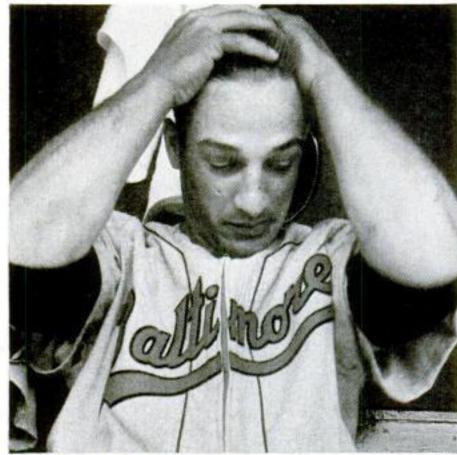
O 1956, THE PULLHAN COMPANY



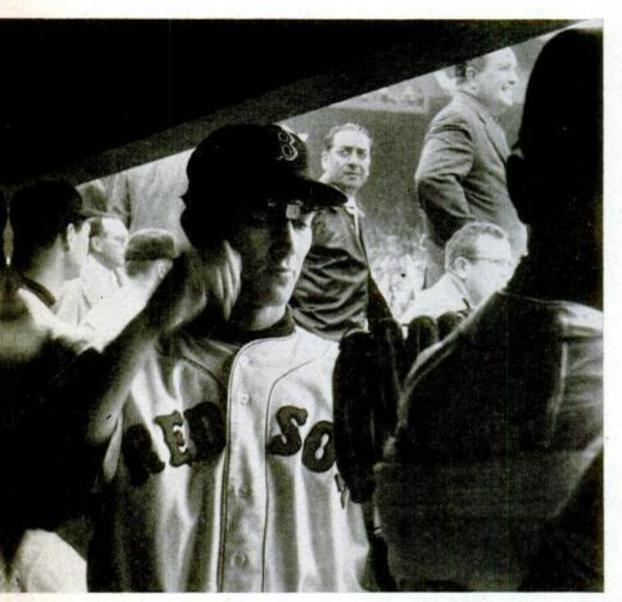
. COSTS LESS THAN YOU THINK!

YOUR LOCAL TICKET AGENT WILL HELP YOU THESE FIVE WAYS: 1. Provide information on routes, schedules, Pullman accommodations and fares. 2. Make your Pullman reservations, going and returning. 3. Furnish your rail and Pullman tickets. 4. Assist you in planning stop-overs and side trips. 5. Have a "rent-a-car" reserved for you at your destination, if you wish.

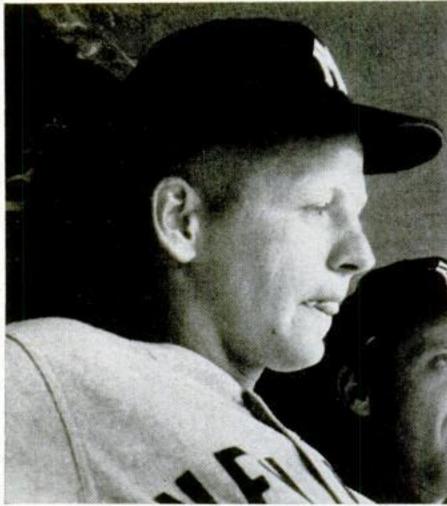
### First Game CONTINUED



TITO FRANCONA of Orioles, 22, clutches head before first big league appearance. Son of a New Brighton, Pa. minister, he played for York, Pa. and Aberdeen, S.D. and then spent last two years in Army. An outfielder with tremendous power, he led team in spring training with eight homers, 25 RBIs.



DON BUDDIN of Red Sox, 21-year-old shortstop, masks his apprehension before playing. A South Carolinian signed directly out of high school, he played for Louisville the past two years, proved outstanding at making double plays. A good hitter, his average last year was ,292, including 18 homers.



JERRY LUMPE of Yankees, 22, reflects grimly on task of filling Phil Rizzuto's shoes at shortstop. A native of Lincoln, Mo., he worked his way up Yankee farm ladder playing at Joplin, Mo. and Birmingham, Ala. He possesses a fine arm, covers a lot of ground and hits consistently to all fields.



DANNY KRAVITZ of Pirates, 25, a catcher, made two costly errors and was responsible for losing first big league game he played. Here he drops ball (in

dirt) trying to tag Willie Mays at home plate. A part-time mink trapper and ex-Marine from Lopez, Pa., he hit 19 home runs at New Orleans last year.

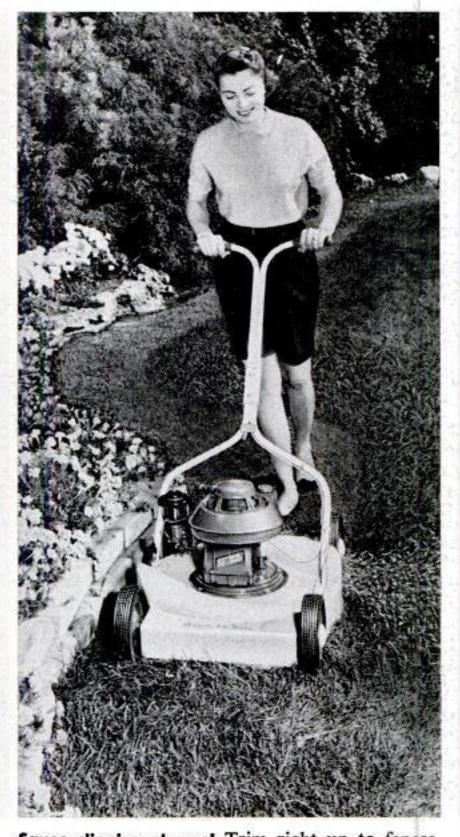


# new kind of power mower "vacuum cleans" your lawn

Duo-Trim sprays tiny clippings into the lawn for a velvety swept-up look



Cuts smoother, faster, cleaner! Duo-Trim's unique vacuum action cuts smoother, chops grass finer, sprays it wider into the lawn, for a velvety "Vacuum Cleaned" look, with no unsightly streaks. Easy to push. No "U-turns" with Duo-Trim reversible handle. Simply cut back and forth. So easy to start. Automatic rewind starter on most models. So safe—no foot level openings.

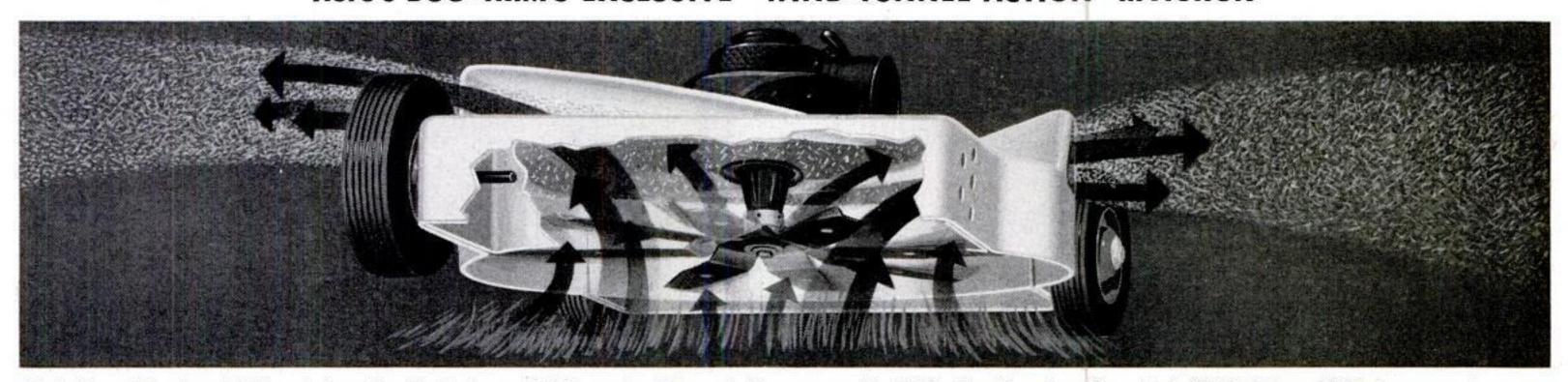


Saves clipping chores! Trim right up to fences, flower beds, driveway, house. Wider-tread tires minimize tire marks. Cuts high weeds, too! Makes it possible to reclaim unsightly overgrown area. Leaves no dandelion stems or shoots on lawn.



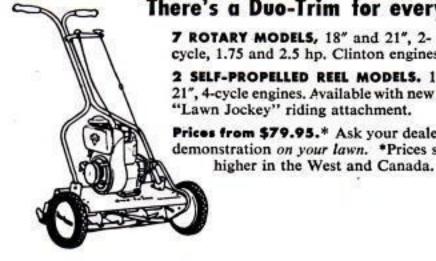
Not just a mower . . . mulches leaves in fall, too! Duo-Trim is an all-purpose lawn tool for large or small lawns. Next fall forget leaf raking! Duo-Trim chops leaves fine, sprays them into the lawnwithout extra-cost attachments!

#### Here's DUO-TRIM'S EXCLUSIVE "WIND-TUNNEL ACTION" in ACTION



Only Duo-Trim has it! The steel cutting blade is completely enclosed in a steel drum. No front, back or side openings. Result: a strong, turbulent vacuum lifts

grass, lets blade clip trimmings finer. Twin "Wind-Tunnel" discharge ports spray clippings out both sides, in a wide arc, let them sift evenly into the lawn.



There's a Duo-Trim for every lawn!

7 ROTARY MODELS, 18" and 21", 2- and 4cycle, 1.75 and 2.5 hp. Clinton engines.

2 SELF-PROPELLED REEL MODELS. 18" and 21", 4-cycle engines. Available with new luxury

Prices from \$79.95.\* Ask your dealer for a demonstration on your lawn. \*Prices slightly

### **DUO-THERM®** POWER MOWERS

Water Heaters . Home Heaters Gas Incinerators . Snow Removers

Products of Motor Wheel Corp. Lansing 3, Michigan

### SEE YOUR DEALER OR MAIL COUPON TODAY!

Duo-Therm Power Mowers, Motor Wheel Corp.

Dept. L3, Lansing 3, Michigan

Please rush me free, full information on the Duo-Trim

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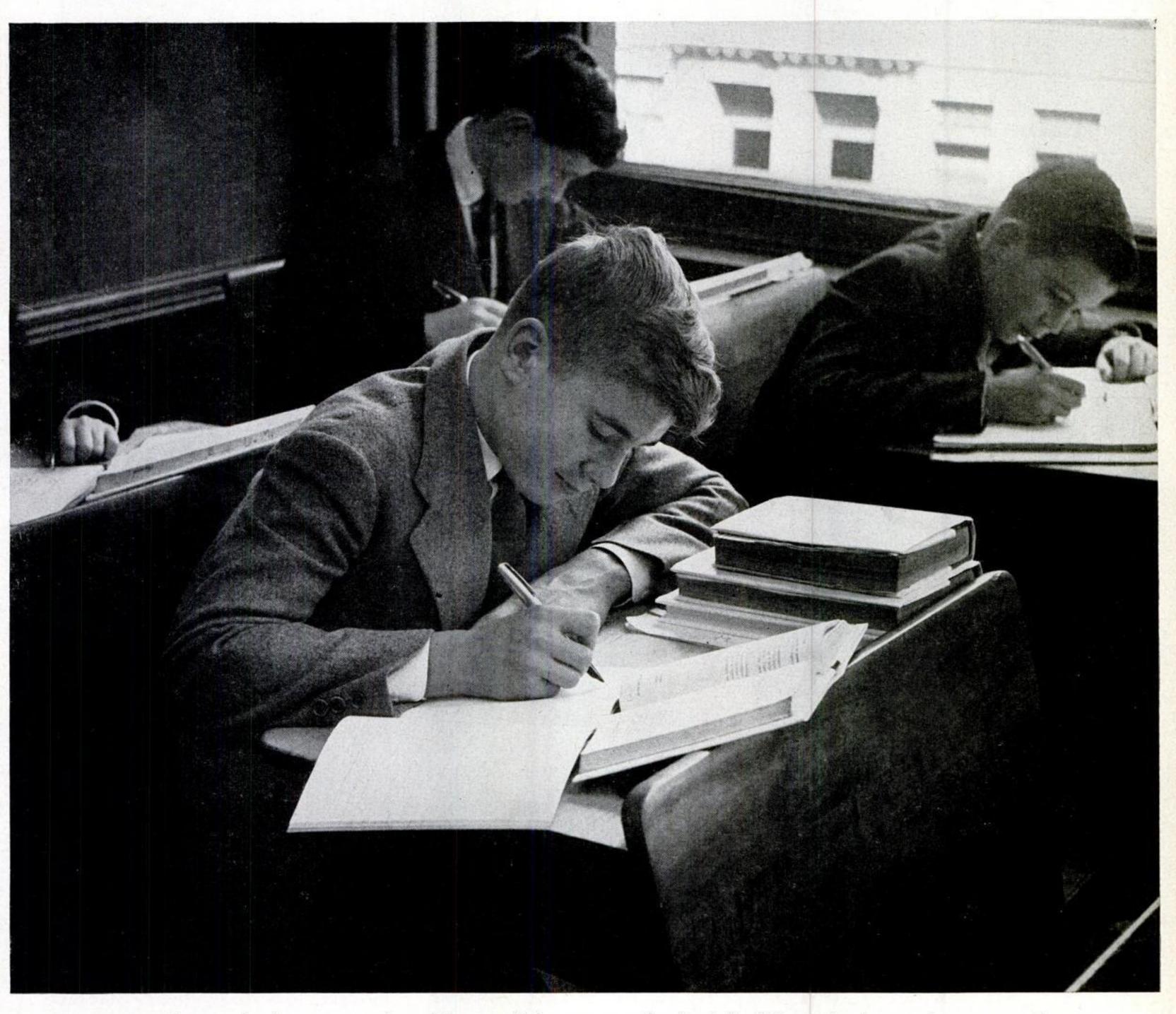
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will he be the "kid who left school"... to whom doors are closed even before he begins?

### What would happen

At this very moment, it's in your power to decide which kind of a break your child would get. And for this—as for many everyday problems—John Hancock has a solution to suit your needs. Learn, for instance, how you can make <u>sure</u> your child can finish his education ... and provide extra benefits for your family, at lowest possible cost!



or a boy who's sure of getting off to a good start in life, whatever happens!

# to your youngster?

Every penny you put in a John Hancock policy is money well spent. Your benefits are *guaranteed*... and backed by the entire resources of John Hancock.

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### "GUARANTEED DOLLARS FOR YOU AND YOURS"

The John Hancock Mutual Life Insurance Co., Dept. 12 200 Berkeley Street, Boston 17, Massachusetts

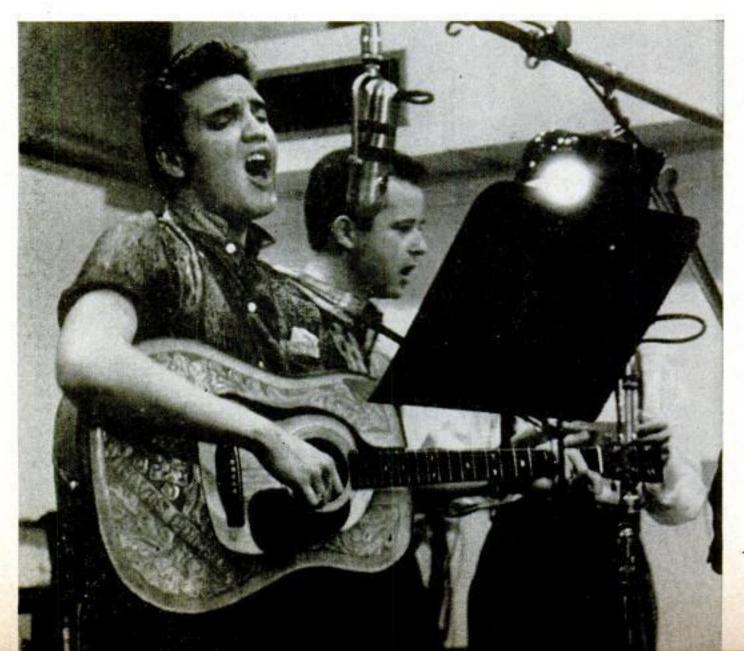
Yes—I'm interested in providing protection for my family now, plus guaranteed dollars for myself at retirement. Please mail me your booklet showing the benefits I can get by setting aside \_\_\_\_\$2 a week; \_\_\_\_\$5 a week; \_\_\_\_\$10 a week.

name	 	age	
address	 		



GASPING FANS IN AN AMARILLO, TEXAS THEATER PACKED TO THE FOOTLIGHTS CHEER ELVIS PRESLEY AS HIS SONGS PIERCE THROUGH THEIR SHOUTS

# A Howling Hillbilly Success

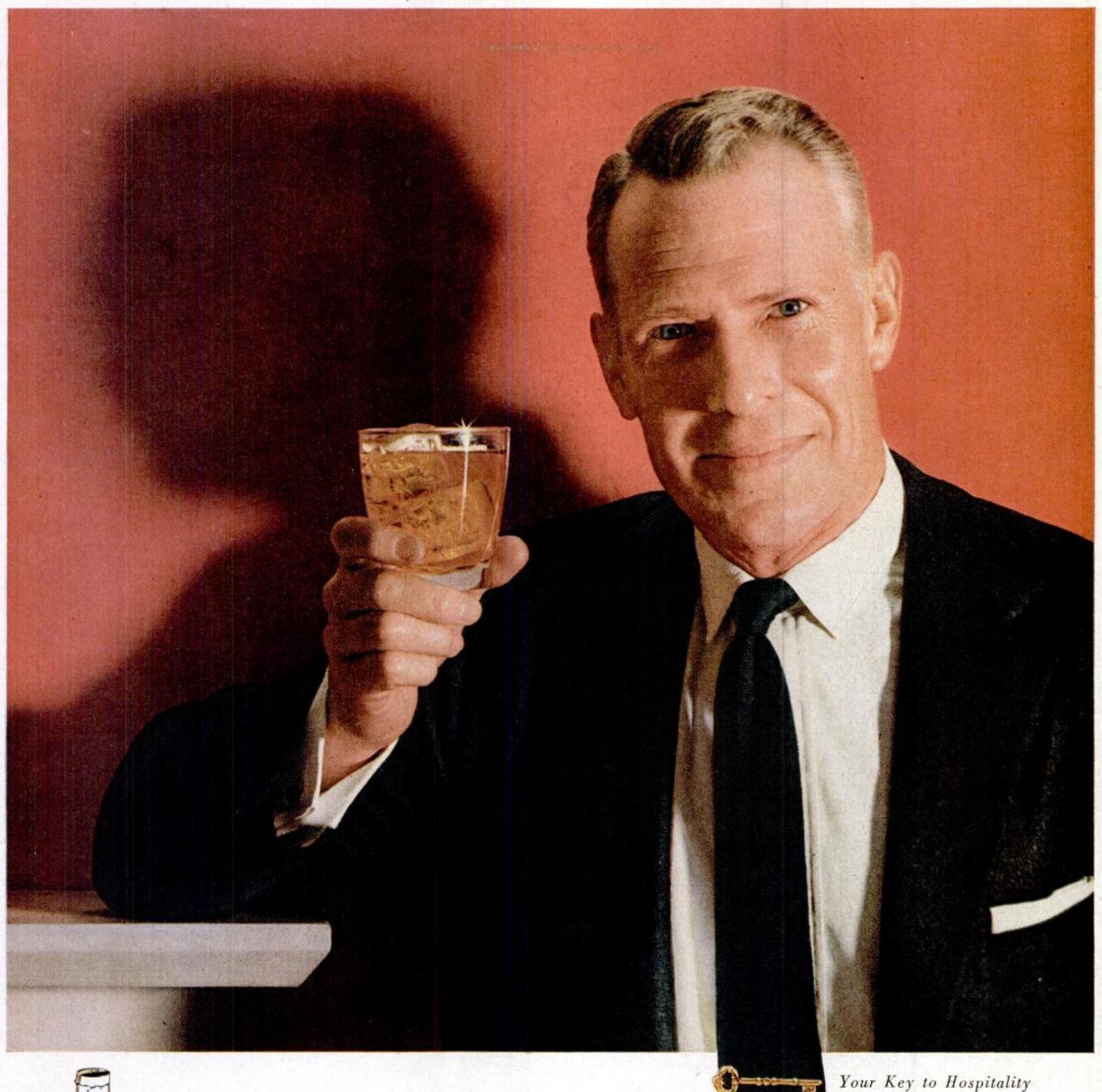


### YOUNG ELVIS PRESLEY'S COMPLAINT BECOMES NATION'S TOP POP TUNE

A lover's lament called *Heartbreak Hotel* sung by Elvis Presley is the best-selling record in the country this week, and the 21-year-old hillbilly who howls, mumbles, coos and cries his way through it has overnight become the biggest singing attraction for teen-agers in the U.S. A \$35-a-week Memphis truck driver two years ago, Presley appeared on a few TV shows last fall with a guitar in his hands and a sob around every note. Shortly girls were quivering and fainting wherever he turned up to sing Long Tall Sally, I Got a Woman and Blue Suede Shoes. On a tour of Texas last week they kicked through a plateglass door in Amarillo to get him to autograph their arms and underclothes. In San Diego the Shore Patrol was called out to save him from an overenthusiastic audience.

This week Elvis headed into Las Vegas to pick up about \$12,500 for a week's wailing. Asked what it is about him that makes all the ladies go limp, Elvis answers, "I don't know, but I sure hope it doesn't stop."

← LOOKING LIKE IT HURTS, ELVIS RECORDS NEW SONG IN NASHVILLE STUDIO



The Final Choice of Mature Tastes

Most of us go through "growing pains" in our choice of whiskey. But when maturity in taste appreciation finally arrives—and this has little to do with one's age—there's usually one whiskey that's honored as our ultimate selection. So many men of mature judgment have adopted Old Fitzgerald as their very own that we dare suggest that you, too, discover whether your taste is ready for it. You may be missing something with every drink until you do.

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SIX YEARS OLD . 100 PROOF KENTUCKY STRAIGHT SOUR MASH BOURBON . STITZEL-WELLER DISTILLERY . ESTAB. LOUISVILLE, KENTUCKY, 1849



### LINOLEUM DESIGN

# \$10,750 PRIZE CONTEST nothing to buy-nothing to solve

205
CASH PRIZES FOR
WINNING NAMES

# First Prize, \$5,000

Second prize \$2,000 Fourth prize \$500 Third prize \$1,000 Fifth prize \$250

200 SIXTH PRIZES \$10 EACH



See this new inlaid linoleum design at your nearest Gold Seal dealer. As you look at the wonderful colors—and there are six of them—think how many different decorating ideas each color theme gives you for today and the years ahead!

Doesn't show dirt and dust — the satin-sealed surface is a breeze to keep bright and clean.

Colors and design are inlaid clear through to the exclusive Gold Seal SuperFlex\* backing, so its beauty lasts and lasts.

The ABC "Buy Now — Pay Later Plan" for Gold Seal floors and walls brings this new inlaid linoleum to your home for only \$5.00 a month.

#### HERE'S ALL YOU DO:

- You can get your entry blank and complete rules from your nearest Gold Seal dealer. (Listed under Linoleum or Floors in your classified phone book.)
- 2. Print or write plainly the name you think most suitable for this new Gold Seal inlaid linoleum design. Use entry blank or plain paper. Mail entries to: Gold Seal Contest. P. O. Box 33B, Mt. Vernon 10, N. Y.

Entries must be postmarked not later than June 30, 1956 and received by July 15, 1956.

Get FREE entry blanks from your Gold Seal dealer today!

For a free list of dealers in your area who are Contest Headquarters and can help you with the new Decor Selector, write to: Congoleum-Nairn Inc., Kearny, N. J.

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### for home or business:

T102 Beige

INLAID BY THE YARD-

LINOLEUM . NAIRON\* STANDARD . NAIRONTOP\*

T103

White

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RESILIENT TILES—

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RUGS AND BROADLOOM— LOOMWEVE\*



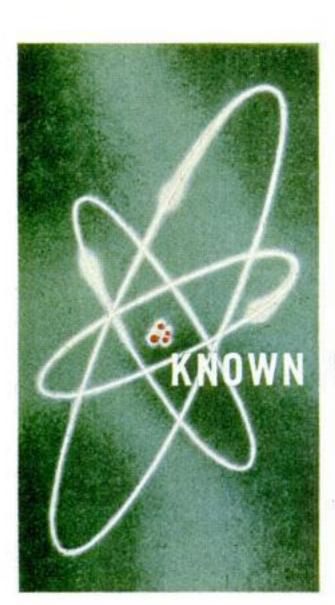
### "U. S. Steel Hour" Director demands studio-sharp TV for his critical home viewing!

"Only Crosley," states Director Norman Felton, "gives me the true-to-life television I must have to study new techniques. Only Crosley will do for my family entertainment."



The Crosley "Ridgewood" with swivel base and TV Eye.

### New Crosley PICTURE PULSE adjusts brightness 15,000 times a second for greater picture clarity



Just imagine a TV picture that's always perfectly balanced . . . blacks, grays, and whites right every time! With new Crosley "Picture Pulse" you can have that kind of TV reception. This remarkable Crosley feature actually monitors picture brightness and contrast over 15,000 times a second! Only with this automatic and constant

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So plan to see Crosley first. Remember, you can have all of the many Crosley exclusives at no more cost than for ordinary sets.

Ask your nearest Crosley Dealer for a demonstration. Just call Western Union-Operator 25-for his name and address.

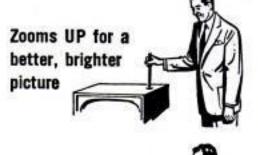
### FOR THE NEWEST...RESPECTED FOR THE BEST!

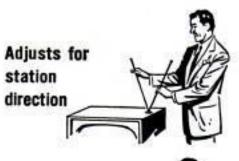


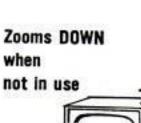
CROSLEY DIVISION, AVCO MANUFACTURING CORP., CINCINNATI 25, OHIO.

Crosley Radio and TV sets are sold and distributed in Canada by the Crosley Radio and TV Division of Moffats Ltd., Toronto, Ontario

### CROSLEY ZOOM-A-TENNA Zooms UP for a









Crosley advance that makes expensive outdoor antennas unnecessary for millions of homes! Now . . . pin-point tuning never before possible is yours. See it yourself!



WHINNYING INTO THE COLD WIND, ELIJAH, THE MAROONED HORSE, WELCOMES THE APPROACH OF RESCUE PARTY SENT TO HIS AID BY A DENVER TV STATION

# HIGH-FLYING HAYLIFT FOR A HARD-LUCK HORSE

### Stranded on Continental Divide, Elijah gets a lot of attention

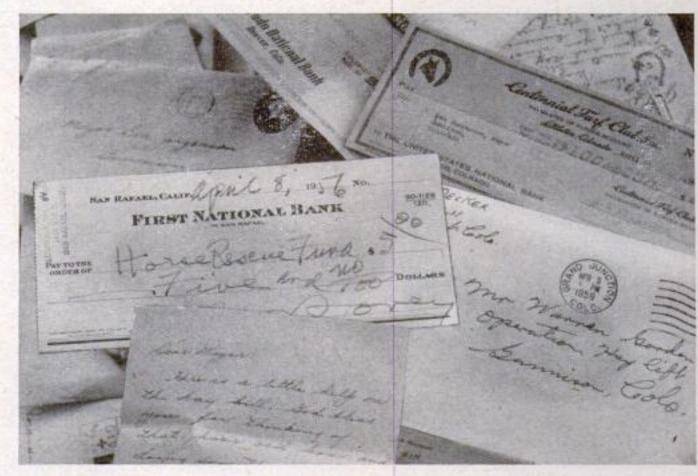
Stranded forlornly on the two-mile-high Continental Divide in Colorado, a shaggy dark bay horse named Bugs was a prisoner of the snows and the most worried-about horse in the U.S. Last autumn Bugs and another horse, a gray, strayed off from a pack string belonging to surveyors who were mapping the range. Obeying the horsy instinct to seek higher ground, they retreated before deepening valley snows to the ridge and were cut off by 40-foot drifts.

Pilot Wally Powell discovered their plight in February while flying over the range. Mayor Ben Jorgenson of Gunnison, Colo. hired Powell to drop hay to the horses. On the first haylift flight Powell discovered that the gray horse had disappeared. Newspapers, recalling the stranded prophet who was nourished by ravens, renamed the survivor Elijah. People sent money to the mayor and two expeditions set out to rescue the horse. They got there almost in a dead heat and found they could not take Elijah out until the snows melted.

OPERATION HAYLIFT keeps its semiweekly appointment as Elijah eats fodder dropped by plane.

CONTINUED

### Hard-Luck Horse continued



FLOOD OF DONATIONS for the marooned horse poured into the office of Mayor Jorgenson to help defray the \$12-per-flight cost of delivering the hay.



TEDIOUS TREK to the Collegiate Range, where the horse is trapped, is made by party sent by Denver's station KBTV. They crossed drifts on snowshoes.



HAPPY HORSE nuzzles up to rival rescue party sent by Denver Post. Two groups dispute over which got there first but Elijah seemed glad to see both.



For forty-five years specialists in fine sole materials

Makers of the famous AVON DU-FLEX, CUSH-N-CREPE and DU-FLEX AVONITE SOLES

Out of 2 years of intensive hair research comes Richard Hudnut's

\$1,000,000

home permanent—
half the work,
half the winding,
all of the natural look!

turn the page QUICK!

## RICHARD HUDNUT FREES WOMEN



WEARY OLD WAVE-40 curlers to wind. Too much arm work. A tight, frizzy, unnatural wave.



NEW QUICK WAVE-only 20 curlers, ½ the effort. A soft, completely natural-looking wave.

# BRAND NEW QUICK WITH THE FIRST

Revolutionary! Extra-penetrating! Extra-fast!

Takes ½ the winding time, ½ the arm work!

Entirely new natural look for the latest styles.

# FROM 1/2 THEIR WAVING WORK!

RICHARD HUDNUT CUTS WINDING TIME 1/2 HEW PURE PENETRATING LOTTON 2 waves in this box-use's save % regular

NOTE THE SOFT NATURAL LOOK OF THE NEW QUICK WAVE—how beautifully it suits the newest styles

## CRYSTAL-PURE WAVE LOTION

There has never been a home permanent like this new Quick. Just look! New Crystal-Pure Wave Lotion has no opacifiers like ordinary cloudy lotions that are just partially absorbed by hair. It's nonsticky and so pure, it can be recapped and saved for another wave. It leaves a garden fresh bouquet. It's so penetrating and fast, it takes half the number of curlers! Yet it gives you a complete, full-bodied, longer-lasting wave. No more weak

surface waves. No more dry, frizzy waves because Crystal-Pure Lotion is lanolized. And there are lanolized end papers, too.

A new Quick wave can't wash out—lasts till you cut it off! It's made for the new, natural-looking styles—and there are complete directions for these styles in every Quick package, created just for you by one of America's foremost hair stylists. Truly a \$1,000,000 home permanent. Get the new Quick—quick!

THE FIRST LOTION YOU CAN RECAP AND SAVE FOR ANOTHER WAVE. 2 WAVES IN EACH BOX.





### HI-DENSITY Rubber

tougher textured for longer mileage!

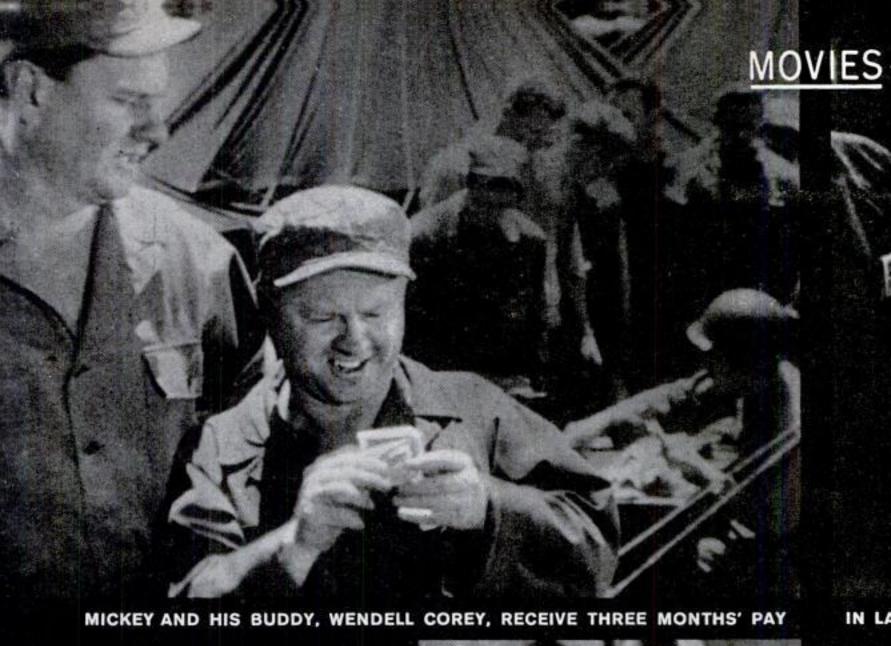
### NYGEN® CORD

pound for pound, stronger than steel cables!

HI-DENSITY Rubber is an exclusive General Tire development. It combines new toughness with ground-gripping safety never before thought possible and gives far longer mileage than you have ever known.

Nygen Cord and HI-DENSITY Rubber give you all the extra-long, extra-safe mileage you have ever wanted in a tire.

THE GENERAL TIRE ... GOES A LONG WAY TO MAKE FRIENDS





CHANTING "FIVER, FEVER, FIVER," MICKEY BEGS GOOD LUCK FROM DICE



PLAYING RIGHT THROUGH AN AIR RAID, THE LUCKY MICKEY ADDS TO LOOT



IN LAST FLING BEFORE BATTLE, MICKEY RISKS MONEY IN A CRAP GAME



SILENT A MOMENT, MICKEY WATCHES SUSPICIOUSLY AS BETS ARE COVERED

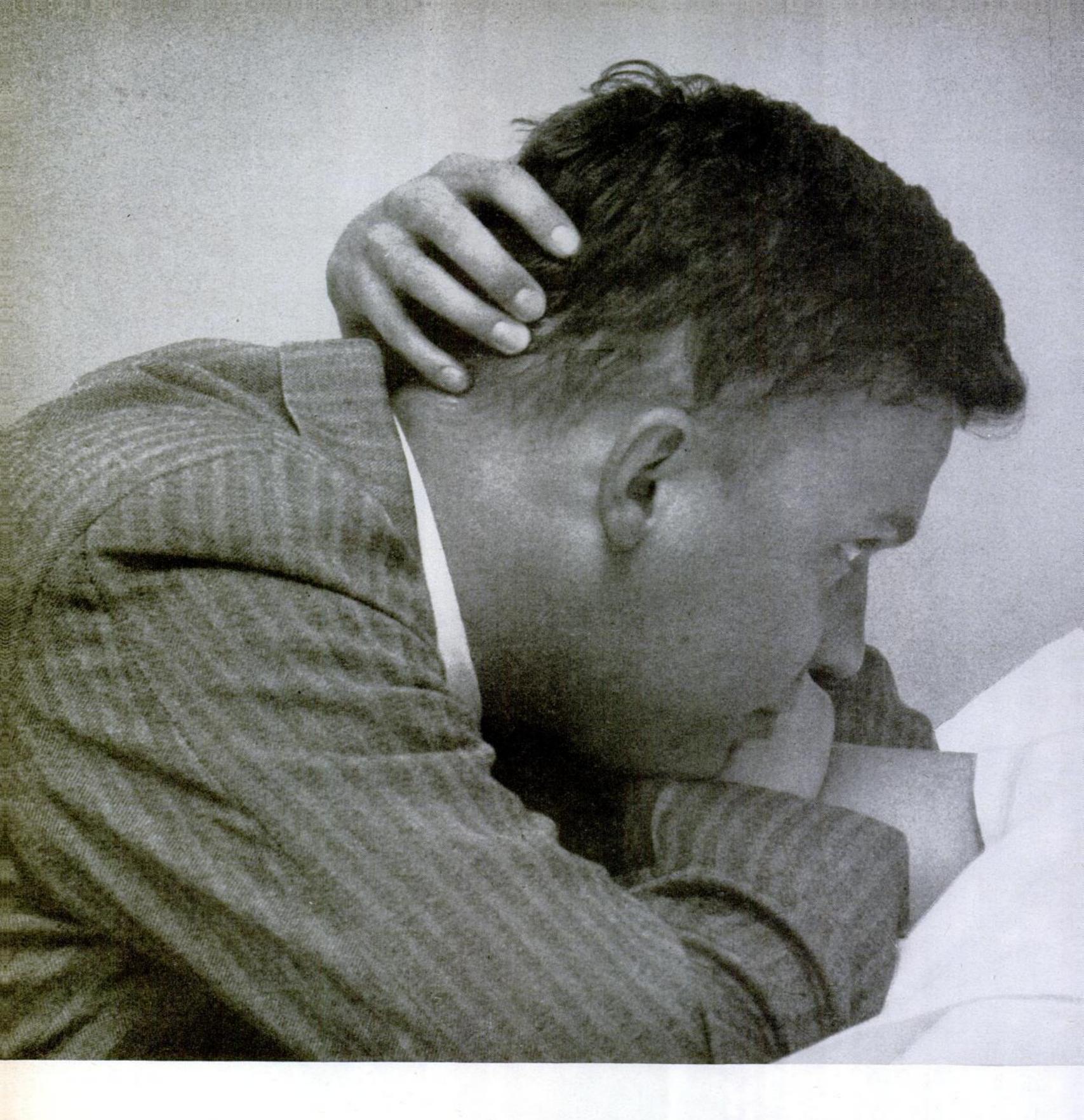


OUT ON PATROL, HE IS SHOT AS HE ABANDONS COVER TO RETRIEVE MONEY

### KIND DICE AND DEATH

As a gambling GI, Rooney wins . . . and loses

In a tense 10 minutes of gambling frenzy, the core of it shown in the pictures above, Mickey Rooney has lifted *The Bold and the Brave*, an RKO production, above ordinary war movies. On the eve of a battle on the Italian front Mickey, his face pure greed, gets hot at dice and wins \$30,000. His dream—"the most beautiful restaurant in Jersey"—is suddenly in his grasp. But later, in the battle, while frantically trying to recover the money a moralizing sergeant has forced him to jettison, he dies.



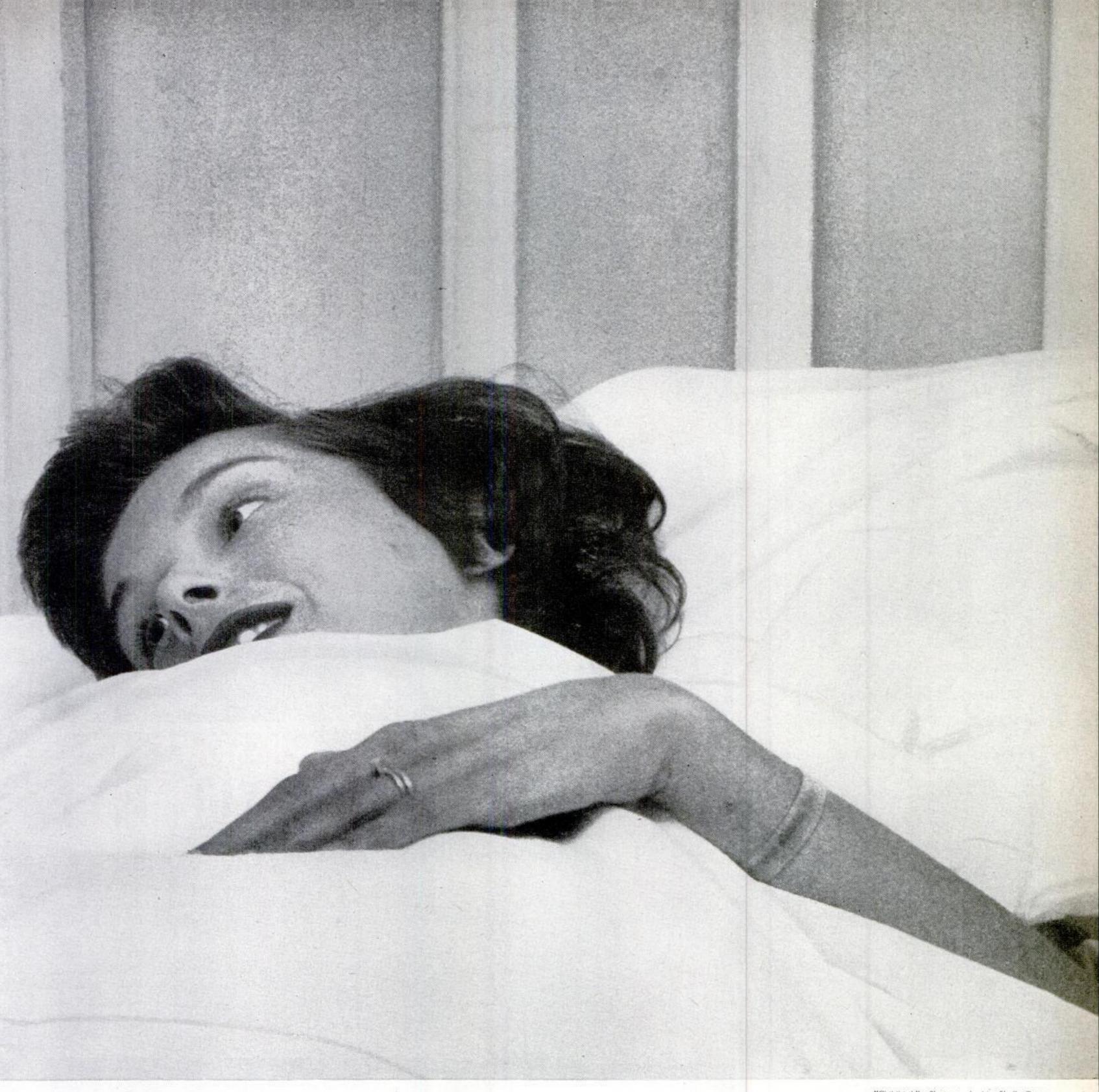
# How to keep the event blessed for life

#### You can protect a baby's future with Equitable's Living Insurance

Somehow, it's no longer a hospital room; it becomes a place for big dreams. At first they are built with the eyes, but soon there is time to talk of these dreams and to do something about them.

Rush in with the football; register the 7 lb. bundle for college. But make bigger plans, too; it's time to put Equitable's *Living Insurance* to work — fast.

First, about that college. You'd be surprised to know how often new fathers (or grandfathers or not-so-rich uncles) rush out for Equitable's Endowment Plans. These plans guarantee that he will have funds for special training or college when he grows up.



"Childbirth"—Photographed by Shelly Grossman.

Next, consider the mortgage on the home where you'll raise him. Your home will always be there for him — even if you're not here — with Equitable's Assured Home Ownership Plan.

Third, there's his health. Equitable's low-cost Major Medical Expense Policy goes far beyond ordinary insurance to help pay the huge bills of serious illness or accident that could wipe out life's savings.

These are just three ways that Equitable's Living Insurance works for you and your family while you live — or, for those who live on after you. It will pay you to see the Man from Equitable — an experienced insurance advisor — and learn how to keep the event blessed for life with Equitable's Living Insurance. The Equitable Life Assurance Society of the U.S., 393 Seventh Avenue, New York 1, N.Y.

# Living Insurance by Equitable, New York

# It takes two to marry



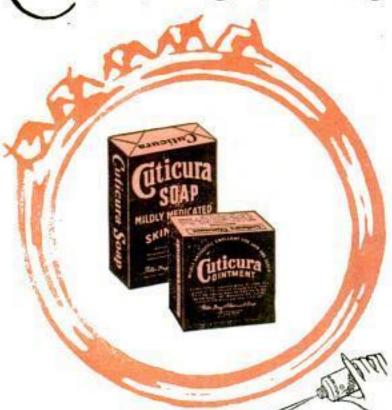
And two to give you an alluring, blemish-free skin —Cuticura Soap and Ointment!

First—Cuticura Soap. Alone of all leading soaps Cuticura Soap is superemollient and mildly medicated to help preserve the natural moisture and normal healthy acidity of the skin—and give you the clean, clear, fresh, baby-softness men love.

Next—Cuticura Ointment. This emollient does more than help clear up externally caused pimples. Along with modern scientific medication it contains effective softening elements—goes after hateful blackheads, flaky dryness, oily shine—softens and stimulates as it helps heal.

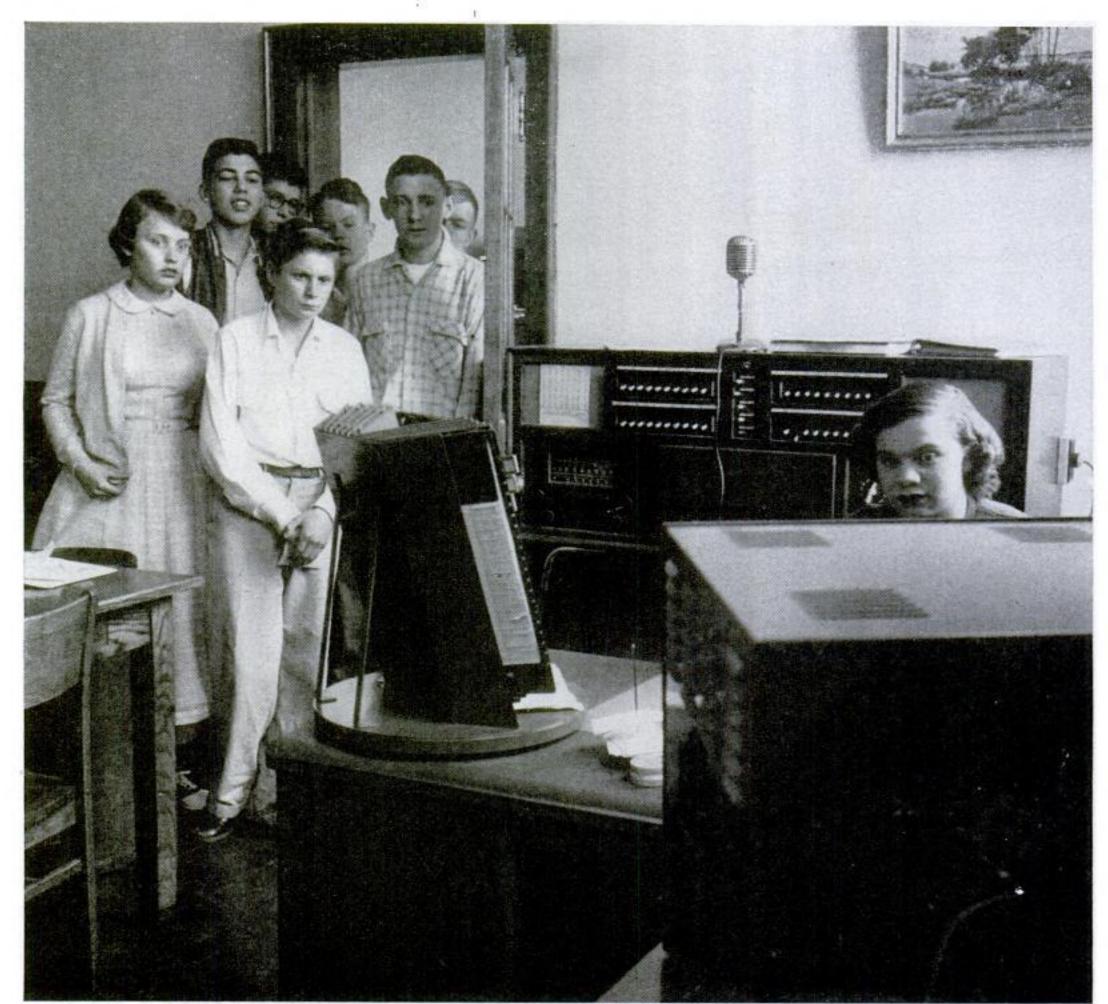
Thrilling results often in 7 days. Cuticura Soap and Ointment are used by hundreds of doctors—certain leading hospitals. Buy at drug counters today!

# Cuticura



Try sensational new Cuticura Shampoo-better than soap shampoo, better than soapless shampoo-combines the best features of both. Now in squeeze bottle-makes shampoo go 50% further! At leading drug counters.

#### **EDUCATION**



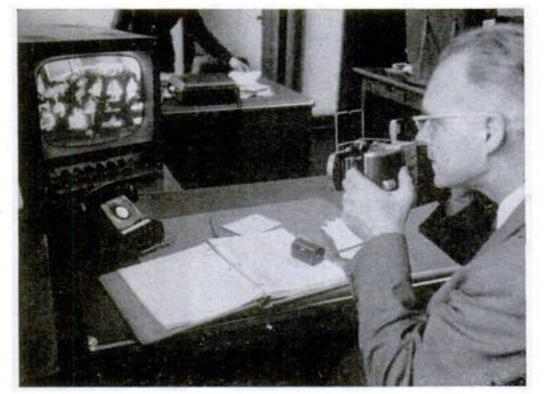
AS SECRETARY MONITORS TV SET IN OFFICE, CURIOUS STUDENTS WATCH THE PROCEEDINGS WITH FOREBODINGS

#### ACADEMIC PRIVATE EYE

#### TV replaces teacher as monitor of study hall

In New London, Wis. this month television took on a new assignment as a kind of academic private eye. At the Washington High School teachers no longer sat in the study hall, keeping watch over students. Their job is done by a small TV camera. Focused on the 100 students in the room, the camera sends an image to a receiver in the office where secretaries, in between their regular duties, can do the watching for the teachers, relieving teachers for other work. With the secretary able to rebuke them over a microphone or dispatch a teacher in an emergency, the students are generally well behaved. A microphone in study hall picks up noise, but the TV image gets fuzzy for some sections. One student, discovering the limitations of TV, happily confesses: "Now we can sit in the back of the room and chew gum."





GETTING EVIDENCE on situation, Superintendent Paul Loofsboro shoots screen with quick-printing camera.

WATCHING STUDENTS in study hall upstairs, TV camera is mounted on a tall stand at the front of the class.



# It gets you off to a steaming start

They say "a watched pot never boils." But that certainly doesn't apply with this new Frigidaire Imperial Electric Range.

For here you have the special Speed-Heat Unit that heats things up <code>fast-right</code> before your eyes —to start foods actually cooking in mere <code>seconds</code>.

And, for more magic, there's the Heat-Minder—a "sensing" unit that keeps "feeling" the temperature of the utensil—and regulates it so that nothing can scorch, burn, or boil over. Wonderful for cooking frozen vegetables and such—with just a pat of butter, and no added water!

Then, there's the marvelous Thermizer — a multi-duty cooking unit that's ideal for pot roasts—or stews—or soups—or deep-fat frying —or even popping corn.

Even that's not all! This handsome Frigidaire Imperial also gives you the double convenience of *two* ovens—each with its own broiler and oven control. What's more, the oven vent contains a "Miracle Filter" that cuts off all smoke and fumes before they can get to your kitchen. No more grease-grimed kitchen walls and drapes!

And, of course, you have a complete system of Easy-View Controls for *all* surface units—which "take over" every bit of your tending and timing.

Doesn't that sound like something you'd like in *your* kitchen? Then see your Frigidaire Dealer—soon. He has a Frigidaire Electric Range that's "just right" for your family's needs and budget.



The marvelous new Frigidaire Imperial Range pictured here is Model RI-70-56. You can have it in Sherwood Green, Stratford Yellow, Sheffield Gray, Mayfair Pink, or Snowcrest White—finished in Lifetime Porcelain, with a special acid-resisting porcelain top.



FRIGIDAIRE Electric RANGES



Built and Backed by General Motors



Coke! ... its real great taste





# puts you at your sparkling best



You <u>taste</u> the difference . . . even the bubbles taste better.

You <u>feel</u> the difference . . . there's life, there's lift in Coke.

Guests <u>notice</u> the difference . . . serving Coca-Cola says you do things right.

BRING HOME THE COKE

# Japan's Lovely

#### THE COUNTRY GLOWS WITH

Along the road between Osaka and Kyoto huge umbrellas sheltered schoolchildren from the vernal rain as their parents, clad in traditional costumes, escorted them happily back to school. Spring had arrived in Japan, warming the souls of 88 million people who find in this season an almost religious joy. The good life, Japanese believe, involves a proper adoration of the beautiful. And spring in the land of cherry blossoms, peach and plum blossoms, and wisteria, azalea and iris is beautiful indeed. People leave the cities

Photographed for Life



# Look of Spring

### A SOFT AND SUBTLE BEAUTY

to sit serenely in the countryside, contemplating nature's gentle parade of loveliness. A few seize on spring as the time to perfect themselves in *ikebana*, the art of arranging flowers. Others, the scholars, write waka and haiku, unmetered poetry which, to Western ears, often lacks clarity but seldom lacks beauty and imagery. On these pages the evocative words of great Japanese poets who for centuries have celebrated spring are used to illuminate the photographs which Life publishes to celebrate the same season.

by ELIOT ELISOFON



### Under the cherry blossom trees there are no



In the Sarazu River Park in Kurashiki, tourists stroll beneath blossoming cherry trees.

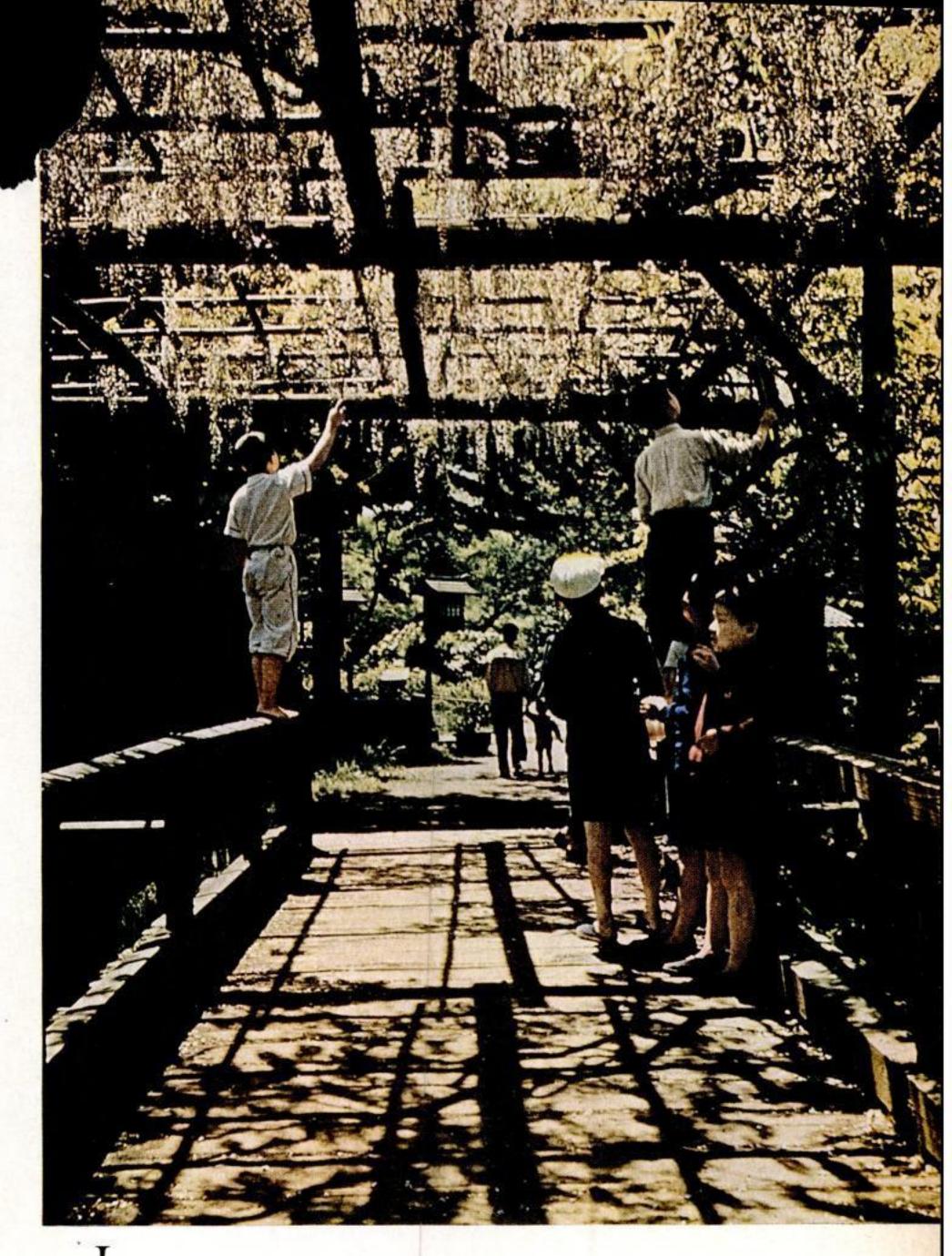
There are stalls for food and drink in the background and boats to hire for paddling along the river.

#### real strangers

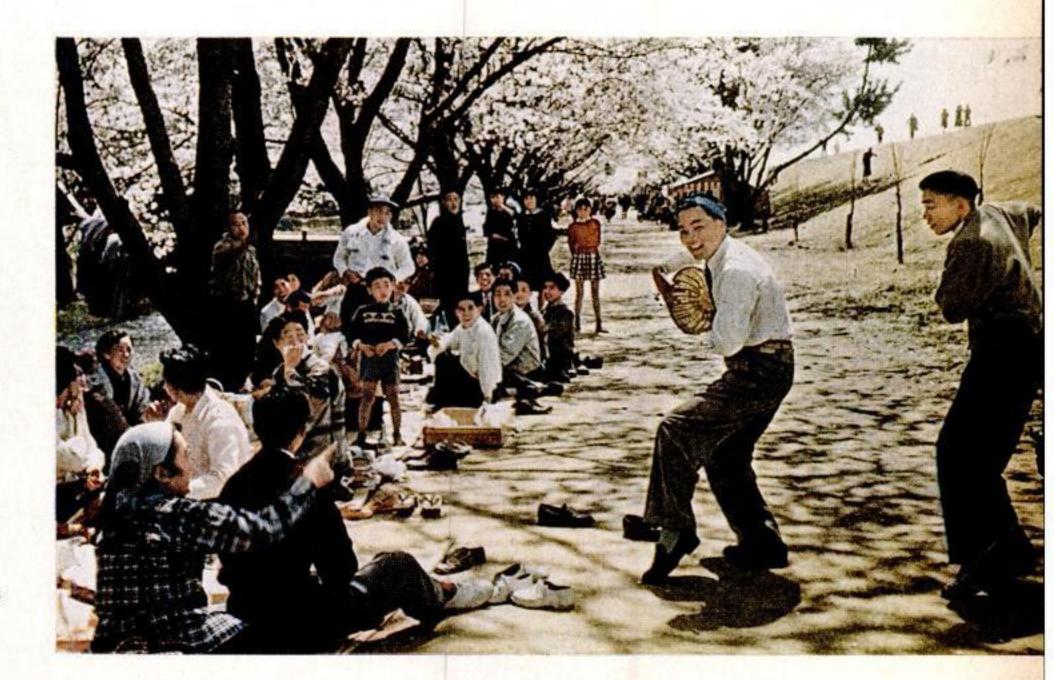
Issa (1763-1828)



Two merrymakers dance the dojo sukui
(loach-fish catching dance) before their admiring friends
seated typically on straw mats with shoes off.
They pass peaceful hours eating and drinking rice wine.

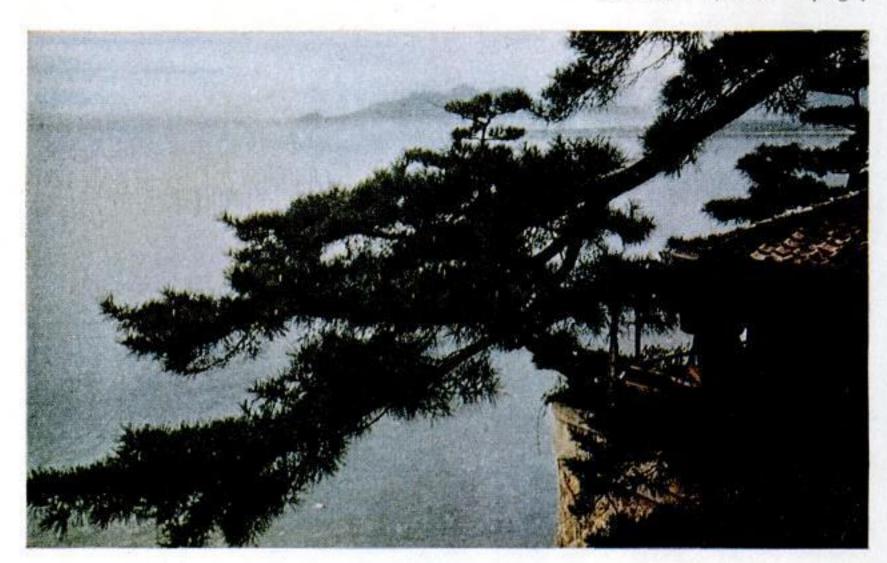


IN Tokyo's Shiba Park boys, one barefoot in his school uniform, chase the bumblebees buzzing about beneath wisteria branches trained to grow in intricate patterns over a bridge spanning a pond.



### Sweetly on the ear falls the sound of the sea

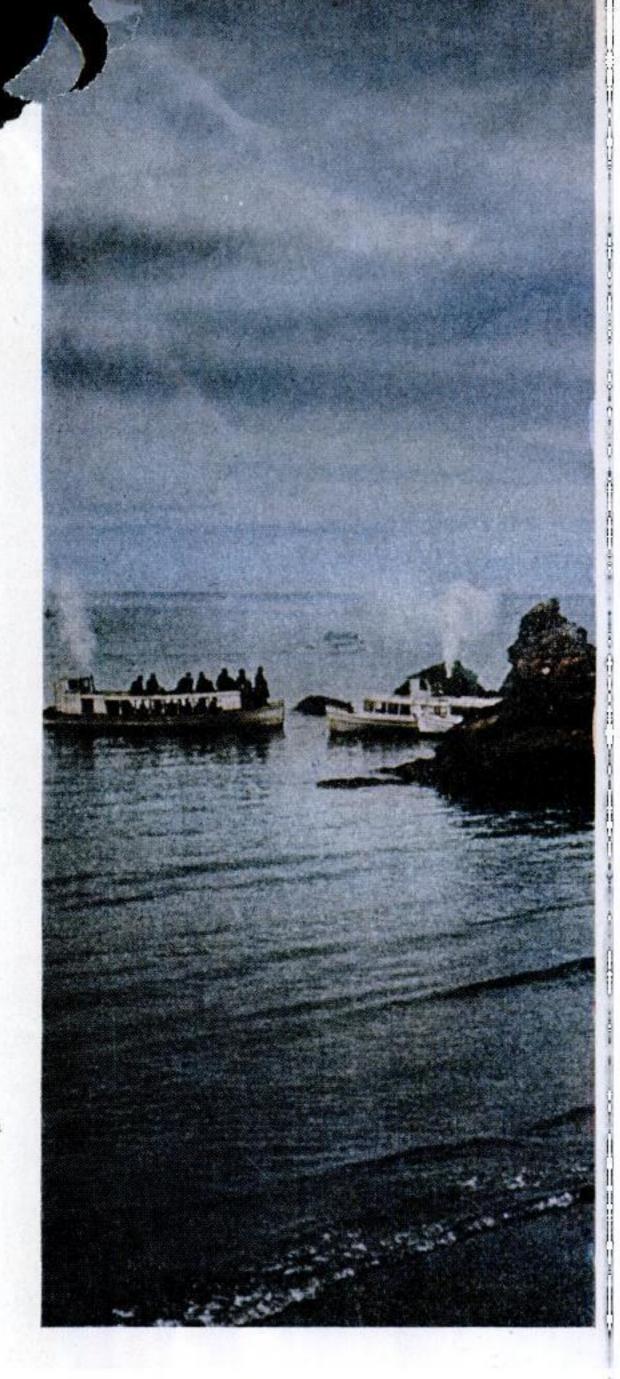
Вокиро (1660?-1715?)

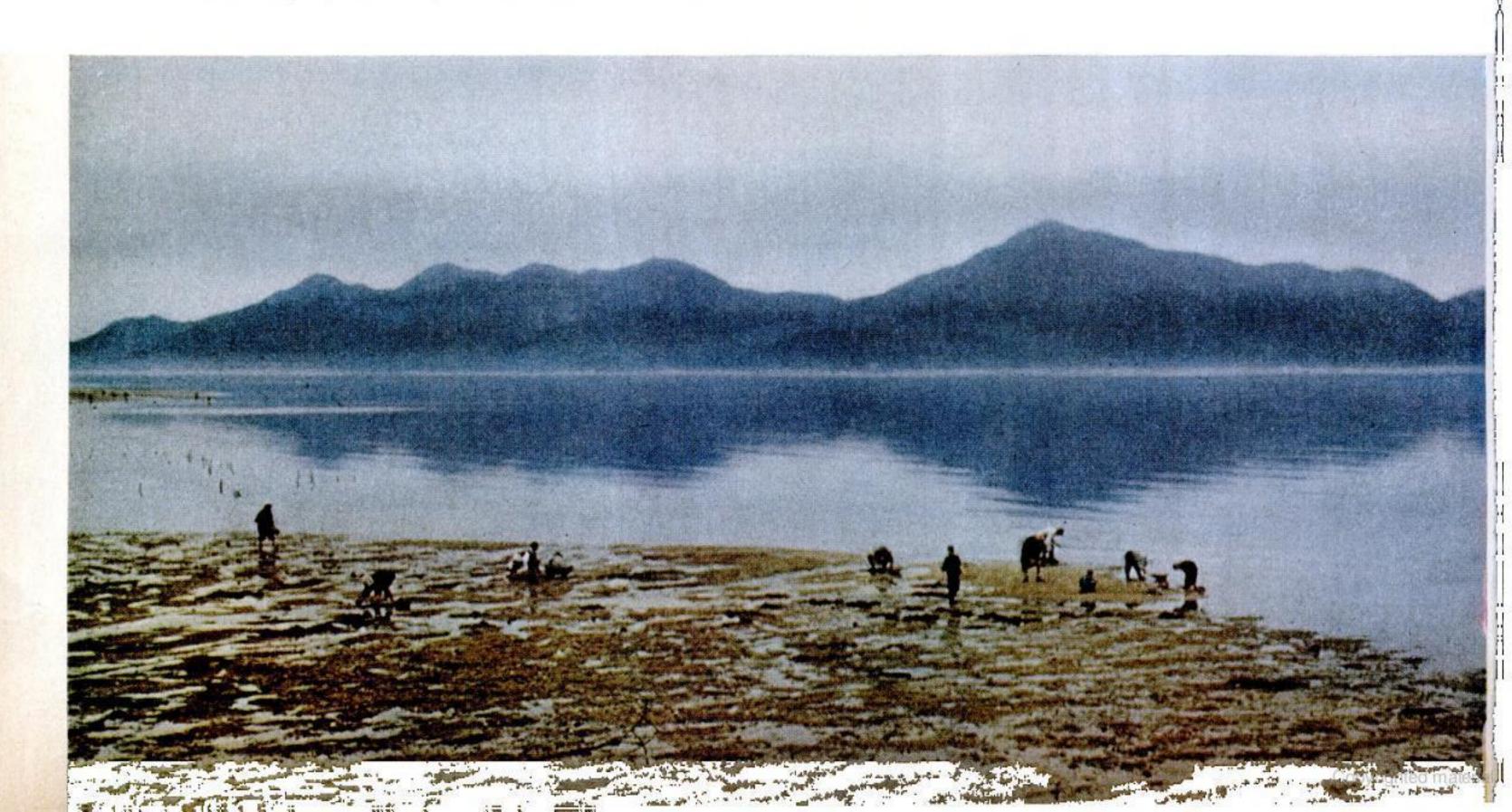


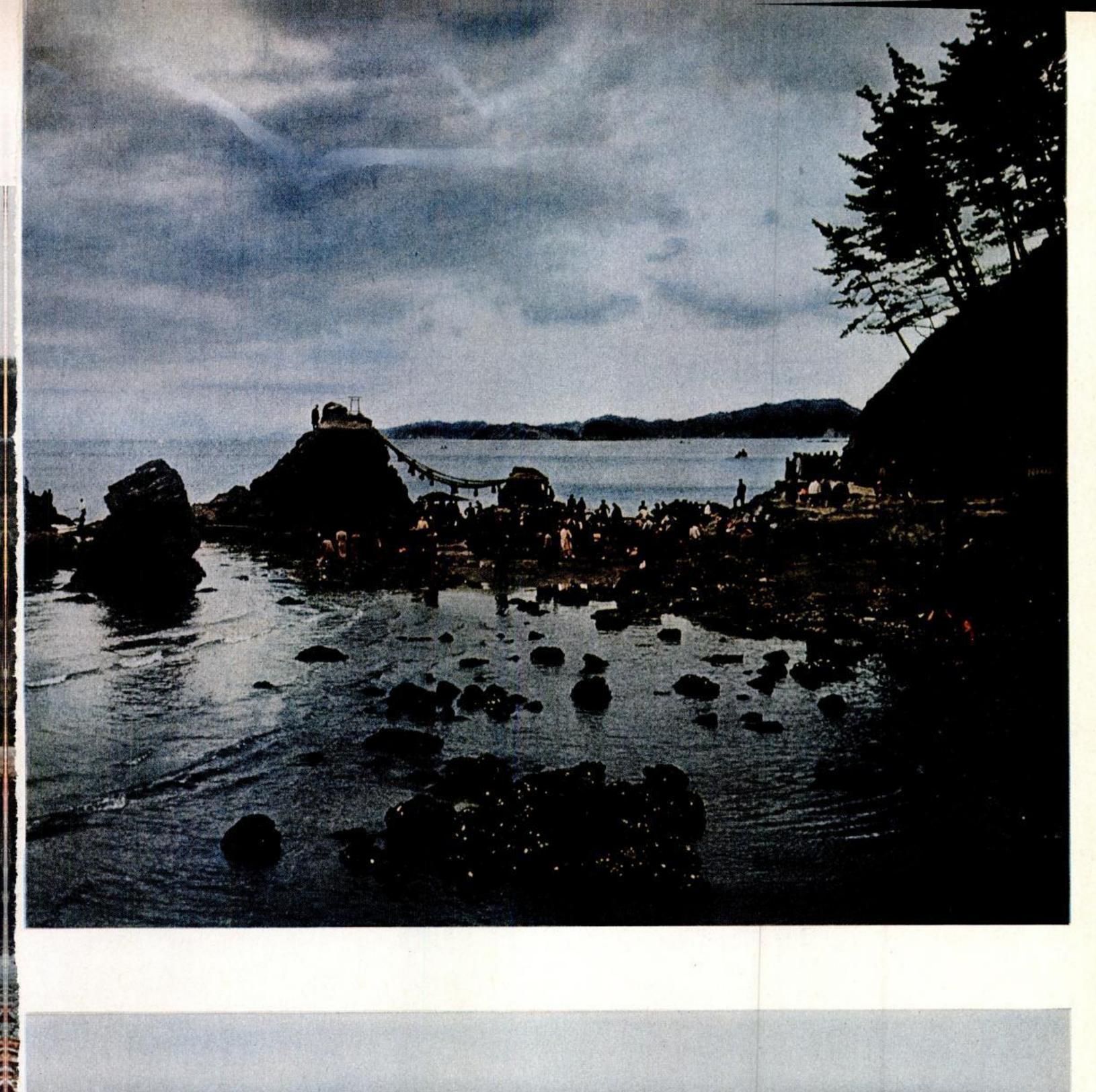
South of Hiroshima, where the craggy coast of the Inland Sea is dotted with hotels and resorts perched on high rocks, a little inn at Iguchi is seen through a branch of pine as the soft spring sea rises and falls in distance far below.

JOINED by straw rope, Myoto-iwa ("Wedded Rocks") swarm with sightseers at Futama-ga-ura in Toba Bay. They come to see a vista that on clear days includes their beloved Fuji-san (Mt. Fuji). Rocks represent two gods who, legend says, created Japan.

LOOKING for shellfish, a group of people dig in a beach across from the Island of Miyajima, typical of the many who in companionable parties spend part of every day that way, beginning in the spring and lasting throughout the summer.









In the blossoms of a village the city is lost

Motonari (1497-1571)

SPLENDOR of 70-year-old "weeping" cherry glorifies a hillside farm near the village of Tonoki as the occupants go about their work, growing corn to dry on strings under thatched roofs. They count on many another spring for this tree, which is hardiest of all cherry varieties and sometimes lives as long as 1,200 years.





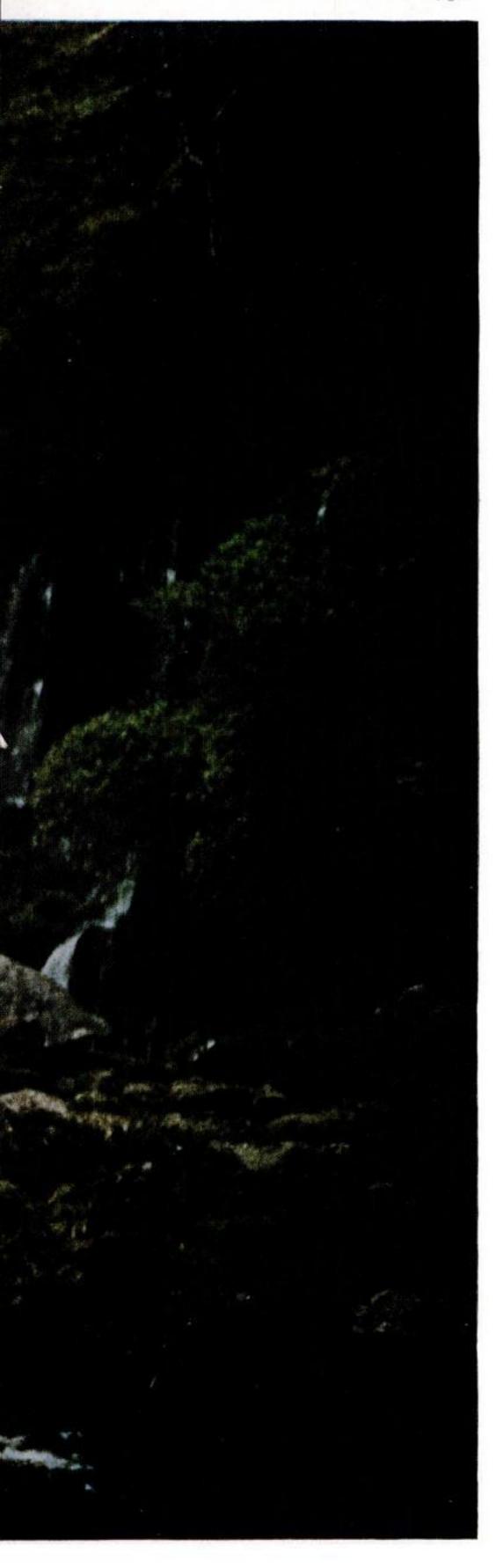
### Mountain river - and even the stones sing poems



In the lake country near Mt. Fuji the Shiraito ("White Threads") fall spreads 420 feet and drops 87 feet, a sight relished by holiday makers who annually take springtime trips through the region.

#### to the blossoms

Onitsura (1661-1738)



As raindrops patter on the pond of an inn at Atami, fat Peking ducks, decorative pieces in a hushed and placid garden, nap on a rock. The pond also contains schools of huge golden carp and goldfish.

The same of the sa



Before Kofukuji pagoda outside Nara, weeping willows surround the Sarusawa-No-Ike ("Monkey Marsh"), a Japanese favorite. The pagoda burned five times between 730 and 1426 A.D., when this one was rebuilt.

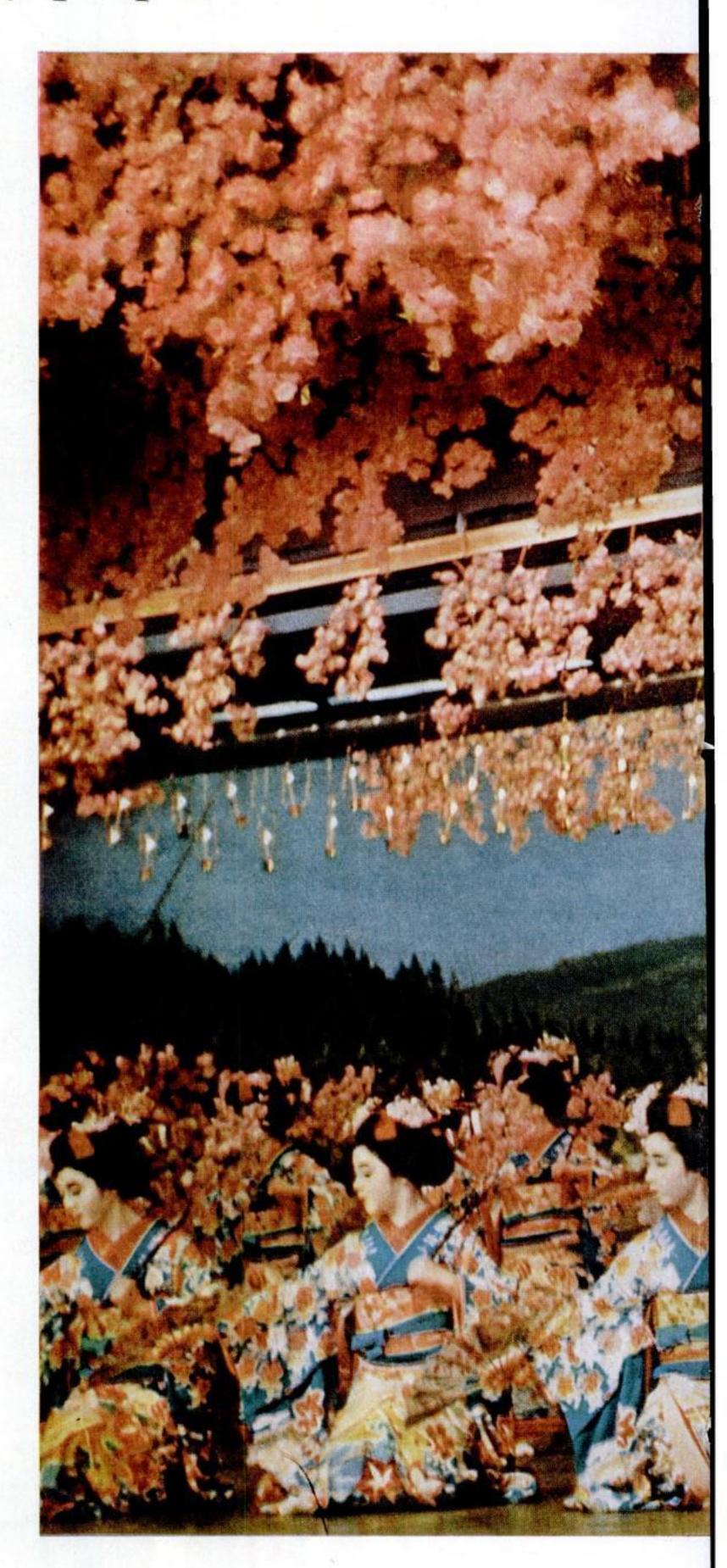


### Flower is my proper name - watch the



THE ware shinobu hairdo identifies girls as maikos, or apprentice geishas. It is rounder than the true geisha hairdo. Silver and flower hairpins are used as ornaments (right) and for tucking in curls (left).





HER face lacquered with cosmetics, a girl parades with umbrella holder in Kyoto, Japan's ancient capital, in an annual geisha festival. To dress her in costume traditional for 300 years costs \$7,000.

### dancing sleeves of my twirling kimono SO-IN (1605-1681)



In Kyoto geishas from the Gion quarter of the city usher in spring with spectacular *Miyako Odori* ("Dance of the Capital") accompanied by banjolike samisens, drums and little bells. The pageant goes on for 40 days.

# First buds-like the eyes of a girl, hidden

Shusetsu (18th Century)





N favorite wedding season a demure spring bride, her headdress symbolically hiding Horns of Jealousy and signifying willingness to obey her husband, leaves Heian Shrine, Kyoto's favorite wedding place.



DOUBLE-PETALED cherry blossoms, decorative flowers at many a spring wedding fiesta, blossom 10 days after other kinds. Their color is of a deeper hue and they are very popular among the Japanese.

#### Dreams pass before my sight as blossoms fall

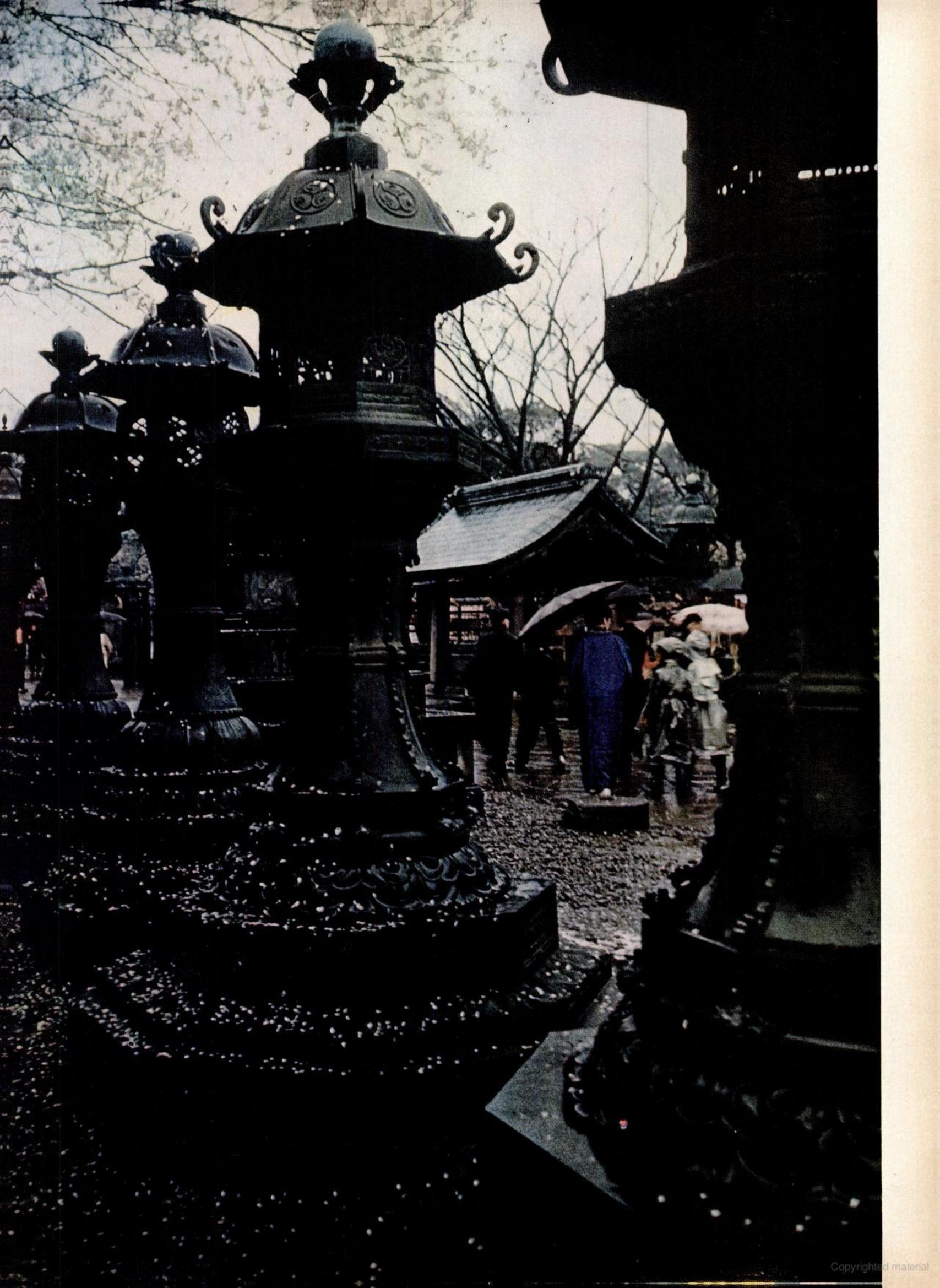
RANKO (1726-1798)



By common agreement the most beautiful castle in Japan is Shirasagi ("White Egret"), shown here in a garlanded setting which lures springtime tourists. Built by Terumasa Ikeda, Lord of Hyogo, in 1616, the castle is preserved by the government as a Japanese national treasure.

In Tokyo's Ueno Park the fallen petals lie about the great lanterns of the Shinto Shrine of Toshogu, a perennial attraction for pilgrims who share the reverence which Tokugawa Ieyasu, 17th Century statesman to whom the shrine is a memorial, held for Japan's spring.

Coovrighted materia



Do-it-yourself!

PUT NEW SPARKLE...NEW COLOR...NEW BEAUTY ON YOUR FLOOR

# harpet-Squares\* by Allen





A living room in a Westchester home



A den in a Greenwich, Conn., home



New York Apartment of Margaret Dana, Stylist and Designer



Showroom at Koret, Inc.

DO-IT-YOURSELF because they are SELF-STICKING...SELF-CUSHIONED - Peel it...Place it...Pat it

KARPET-SQUARE DIVISION Allen Industries, Inc. 1927 Leland Avenue Detroit 7, Michigan Please send additional informatio	n and name of nearest dealer.
Name	
Address	ZoneState
City	

Now, for the first time . . . where fashion is desired ... you can create your own carpet design in solid or contrasting colors with KARPET-SQUARES by Allen.

These 18" squares of tufted cotton carpeting include a built-in cushion with a pressure-sensitive, adhesivecoated backing for a do-it-yourself installation on any flat, clean surface. KARPET-SQUARES are easy and economical to maintain . . . in case of severe damage, simply pick up and replace one square. Bring your

Choose from 12 vibrant, fashion-right colors.

room measurements to your KARPET-SQUARE dealer . . . he will be glad to help you.



Manufacturers of nationally-advertised Rubber-Loc and Rubber-Top rug cushions.













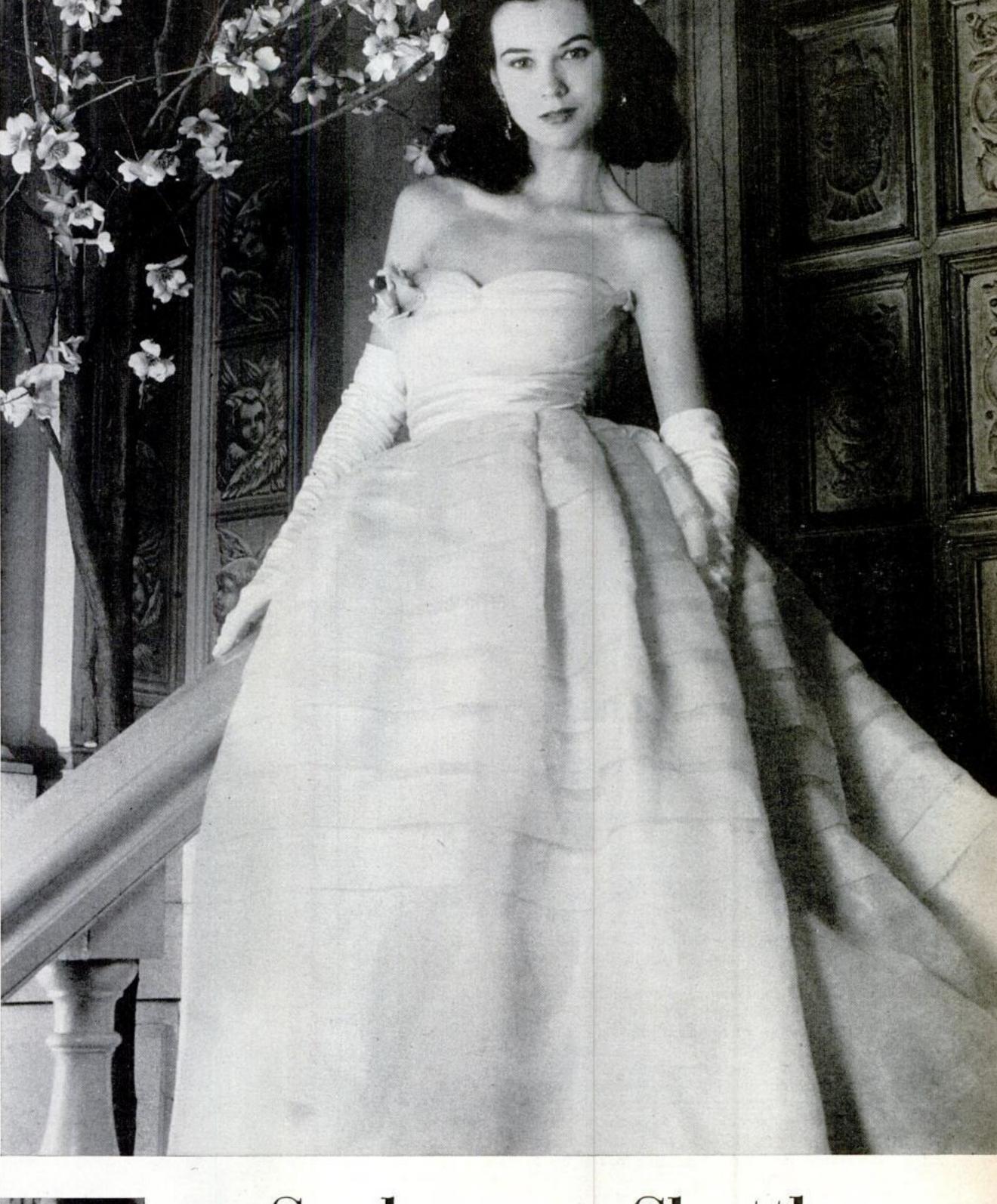






#### FASHION

IN BALL GOWN Anne Morris models traditional white organdy which is tucked all over, has a big skirt (Jack Horwitz, \$125). This is her candidate for romantic dress every college girl dreams of owning.



AT SHOWING in advisory capacity Anne sits beside Andrew Goodman, Bergdorf Goodman's president, while viewing dress styles on Seventh Avenue and sipping champagne provided by manufacturer.



# Sophomore Shuttles from Barnard to Bergdorf

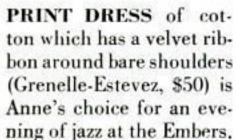
One of the most glamorous jobs being held down by a college girl belongs to Anne Morris (above), a 19-year-old Barnard student who after classes acts as a consultant to Bergdorf Goodman, the exclusive New York specialty shop. A sophomore from Clinton, N.Y., Anne was selected last summer to serve for a year on an advisory board for a new "Miss Bergdorf" department which sells moderately priced clothes for the young. As adviser Anne inspects new designs in the wholesale dress market (left), expresses her preferences and her clothes ideas to the store's buyers and helps draft a questionnaire which is sent to customers. Anne's choices for spring, which she models on these pages, run to the romantic in party dresses. For daytime she leans to outfits with interchangeable parts and to college clothes which can be worn either on or off the campus.

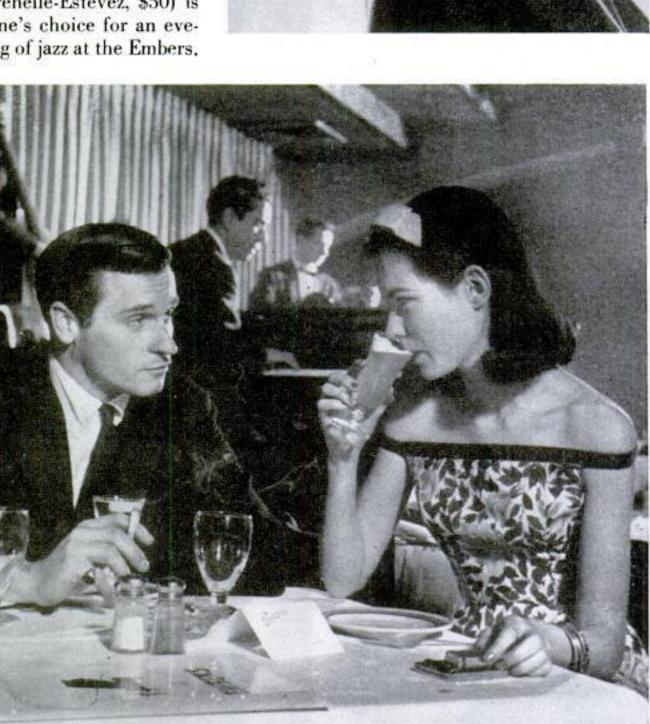
CONTINUED



striped Jacket and shantung sheath (Kasper, \$60) are worn\*by Anne (right) beside Bergdorf's identically dressed display dummy modeled after her.

CITY COAT in tweed with a high waist (Sandy Smith, \$70) is shown with a pleated white organdy hat (Jauntee, \$20), worn straight on the forehead.









Check your answers! Most builders and architects will tell you wood does not conduct heat or cold as easily as other materials — won't "bleed," rust or sweat — that it is less expensive and lasts a "housetime." Pounds of dirt, dust and soot can enter a window in a year if it is not well sealed.

Wood windows equipped with Zegers Dura-seal Combination Metal Weatherstrip & Sash Balance seal perfectly for air conditioning in the summer. Cool air is kept in — warm air and dirt out. In winter, Dura-seal keeps warm air in — cold and drafts out. Dura-seal equipped windows can be raised or lowered easily with your little finger . . . and they can save you \$100 or more a year in fuel bills!

When you go house hunting look at the windows — look for the name, "Zegers Dura-seal," on the glass or on the metal weatherstrip. If you plan to build ask your builder or architect about Dura-seal. It means better protection — low costs!

ZEGERS, INCORPORATED, 8090 South Chicago Ave., Chicago 17, Illinois. Manufacturers of Dura-seal, Simflex, Tak-out and Dura-glide equipment for wood windows.

Free Booklet Learn how good windows save money.

Get facts on materials, styles, house hunters' tests. Write for a copy now!

LOOK FOR THE NAME ON THE WINDOW GLASS
AND ON THE METAL WEATHERSTRIP



ZEGERS Dura-seal



"Use this entry form or plain paper. Additional entry blanks may be obtained at your local grocer.

Mail your entry to: VEL—Home-Modernizing Contest P. O. Box 99-B

Mount Vernon 10, New York

Write plainly or print your address. Send as many entries as you wish. Each entry must be accompanied by the boxtop from a package of Vel. No boxtop required if you use entry blank from Home Modernizing Magazine. All entries must be original work of contestants, submitted in their own names.

Entries must be postmarked not later than June 30, 1956, and received by the judges

Contest is open to all residents of the continental United States, Hawaii and Alaska except employees of the Colgate-Palmolive Company, Home Modernizing Magazine, their advertising agencies and their families. Contest subject to all federal and state regulations.

Entries will be judged by the independent judging staff of the Reuben H. Donnelley Corporation on the basis of aptness, interest and originality. Judges' decisions will be final. Duplicate prizes in case of ties. Only one prize awarded to a family. No entries will be returned. All entries, contents and ideas therein become the property of Colgate-Palmolive Company and/or Home Modernizing Magazine to be used as they see fit.

All winners will be notified by mail. Complete list of winners will be published in the Fall issue of Home Modernizing Magazine or will be sent at the close of the contest to contestants sending stamped addressed envelopes to the above address.

\*See "FEATHER YOUR NEST" on TV! Hear Bud Collyer and Janis Carter describe the hundreds of prizes you can win in this big contest! See your local paper for time and station.

#### Don't Wait! Enter Now! Enter Often!

Complete the statement in the coupon in 50 words or less. Tell the judges why you would like to modernize your kitchen, your playroom, your attic . . . modernize your home inside or out. Mail entry with a boxtop from any size box of Vel. You may enter contest as many times as you wish, attaching a boxtop with each entry.

VEL HOME-MODERNIZIN P. O. BOX 99-B MOUNT VERNON 10, N	Table 1 September	ENTRY BLAI	
Gentlemen: "I would	like to modernize the		because"
I have attached one Ve	el boxtop with my entry.		(8)
I have attached one Ve	l boxtop with my entry.		30
	el boxtop with my entry.		20

### When Jack or Jill

takes a spill

#### MOM REACHES FOR

# Bactine of the second of the s

BRAND

#### Kills germs...

How well mom knows—playtime often means scraped knees or elbows! And BACTINE is the play-safe way to care for them. BACTINE reaches deep-down to kill germs on contact, guard against infection, and so promote healing.

#### Doesn't hurt...

Children love Bactine. It doesn't hurt like old-fashioned antiseptics. And Bactine smells clean and fresh . . . is a crystal-clear liquid that doesn't stain skin or clothing. Try Bactine . . . an exclusive formula of MILES LABORATORIES, INC., makers of Alka-Seltzer.



At all Drug Stores...

3 convenient sizes



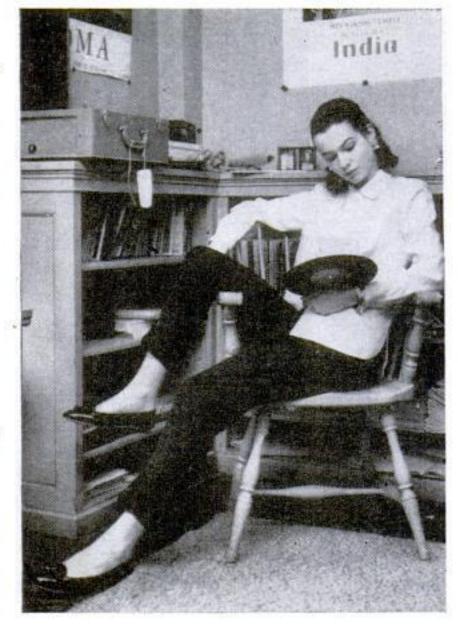
#### KILLS GERMS ON CONTACT

Tests prove BACTINE can disinfect hands as effectively as a surgical scrub used before an operation. A standard surgical scrub is a 7-minute soap and water scrub with a stiff brush, followed by immersion in alcohol.

MILES LABORATORIES, INC. . ELKHART, INDIANA

#### BARNARD TO BERGDORF CONTINUED

FIREMAN'S SHIRT of white linen (Toni Owen, \$18) and tapered slacks (Evan-Picone, \$14) make a lounging outfit which Anne wears in dormitory. The top can also be worn over sheath dress (p. 100).



CAMPUS OUTFIT of silk shirt, slim skirt and broad polo belt (Junior Sophisticates, \$40) shows off wearer's small waist and provides a switch on the sweaters college girls inevitably wear to classes.





### Chem-o-cel – the sponge with the cleaner right inside!



Cleans rugs (two 9' x 12's)



Helpful hint: Chem-O-Cel is excellent for removing greasy food

stains and other spots from rugs and upholstery. It can be re-used several hundred times as a spot remover.

Cleans walls, woodwork (2 rooms)



Cleans furniture (6 pieces)



Excellent for general cleaning

What could be simpler than cleaning with Chem-O-Cel!— The only other thing you need is water!

You don't need soaps, detergents, or cumbersome cleaning aids. You don't even need much patience, because Chem-O-Cel cleans fast!

Here's all you do: Simply squeeze your Chem-O-Cel in water . . . then watch dirt (including grease stains) vanish at the touch of this truly magic sponge.

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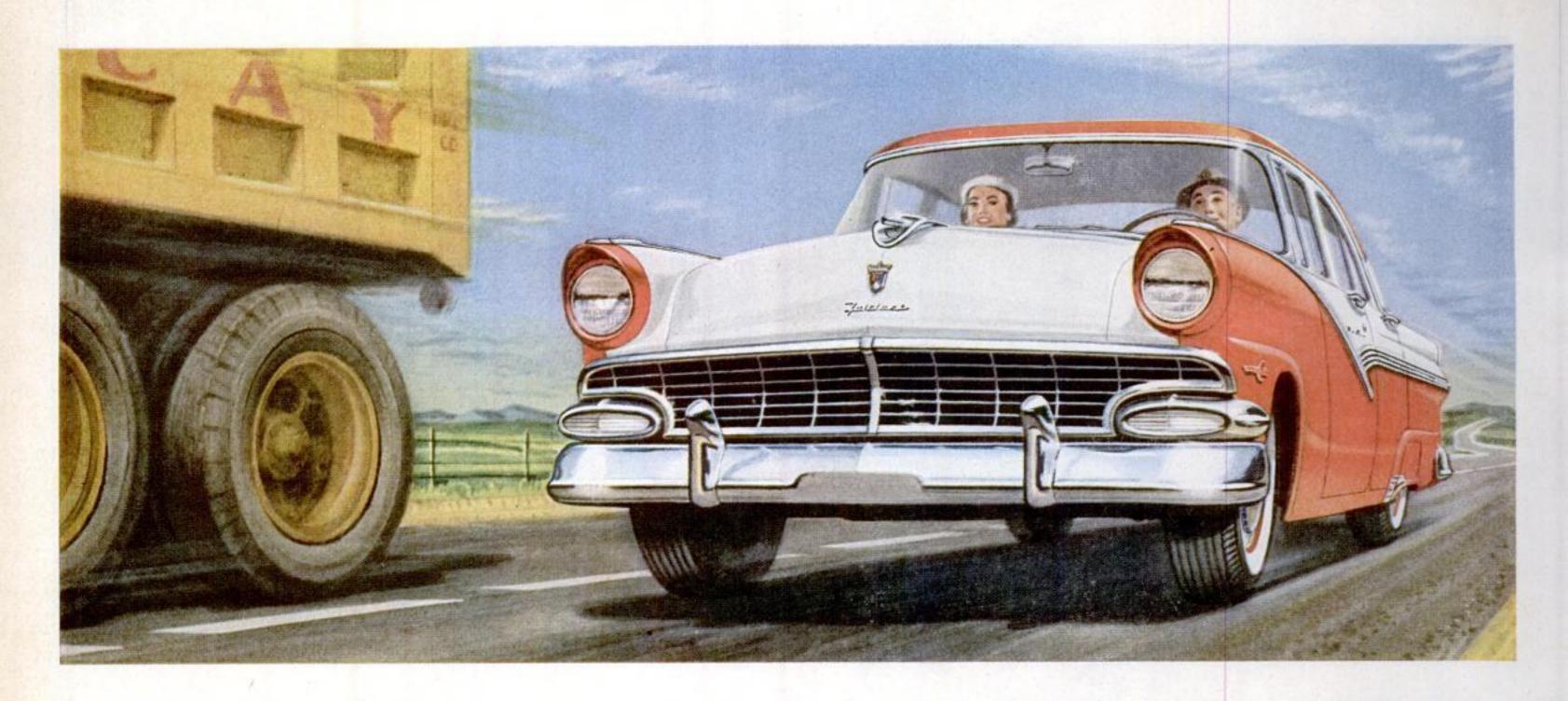
For a limited time, you receive the regular size (59¢ value) for 1¢ with your purchase of the giant size (79¢ value). Get Chem-O-Cel today!





THE SPONGE WITH THE CLEANER RIGHT INSIDE

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# Call out the reserves with a touch of your toe!



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**NOW** you can get even *more* of the lightning that's made Ford V-8 the world's favorite "eight."

Take your pick. The 225-h.p. Thunderbird Special V-8 is the biggest, performingest engine in the low-price field! And it's now available in most Ford models. Or you can have the 202-h.p. Thunderbird V-8—the standard "eight" in Fairlanes and Station Wagons, optional in Customline and Mainline models. And all Ford models offer the economy-wise Mileage Maker Six. With any of these fabulous Ford

engines you can pass in a wink with plenty of "whoosh" in reserve . . . you'll know you're safer.

With Thunderbird styling that's years ahead, the long, low '56 Ford is the prettiest package ever to zoom off a car-designer's drawing board.

With Lifeguard Design, exclusive in the '56 Ford, you get extra protection against accident injuries. Try the best-selling V-8 today. See how performance is making this another Ford V-8 year.

#### FORD V-8

World's largest-selling "eight"!

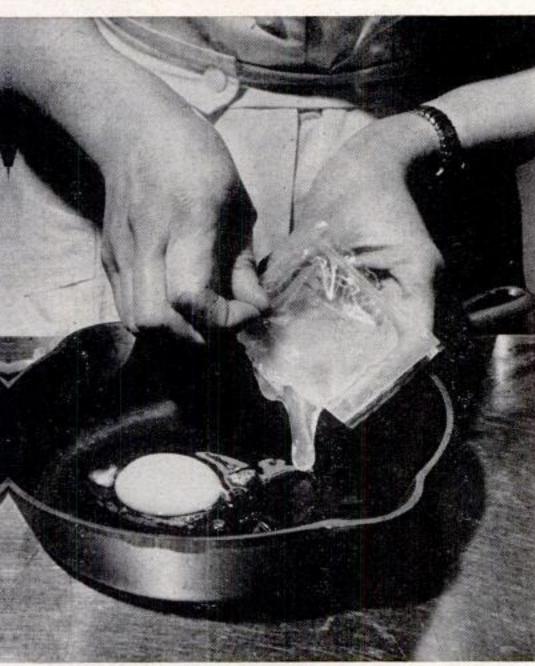
### Science Squares the Egg

#### NEW PLASTIC SHELL IS TOUGHER, HANDIER

"Eggs," Designer Raymond Loewy once declared, "are the functionally perfect form." He was talking about egg esthetics. But when it comes to marketing eggs, according to Professor Lawrence Darrah of the New York State College of Agriculture, their form is neither functional nor perfect. To remedy the situation he has devised a way to give eggs a handier square shape (right). He has done it so successfully that he thinks square eggs will become as familiar as the ovoid variety.

In packing his eggs Darrah first breaks them into rows of plastic containers shaped like an ice cube tray. Then he seals them with a sheet of plastic. In their synthetic shells the eggs are less fragile and can be stored longer.

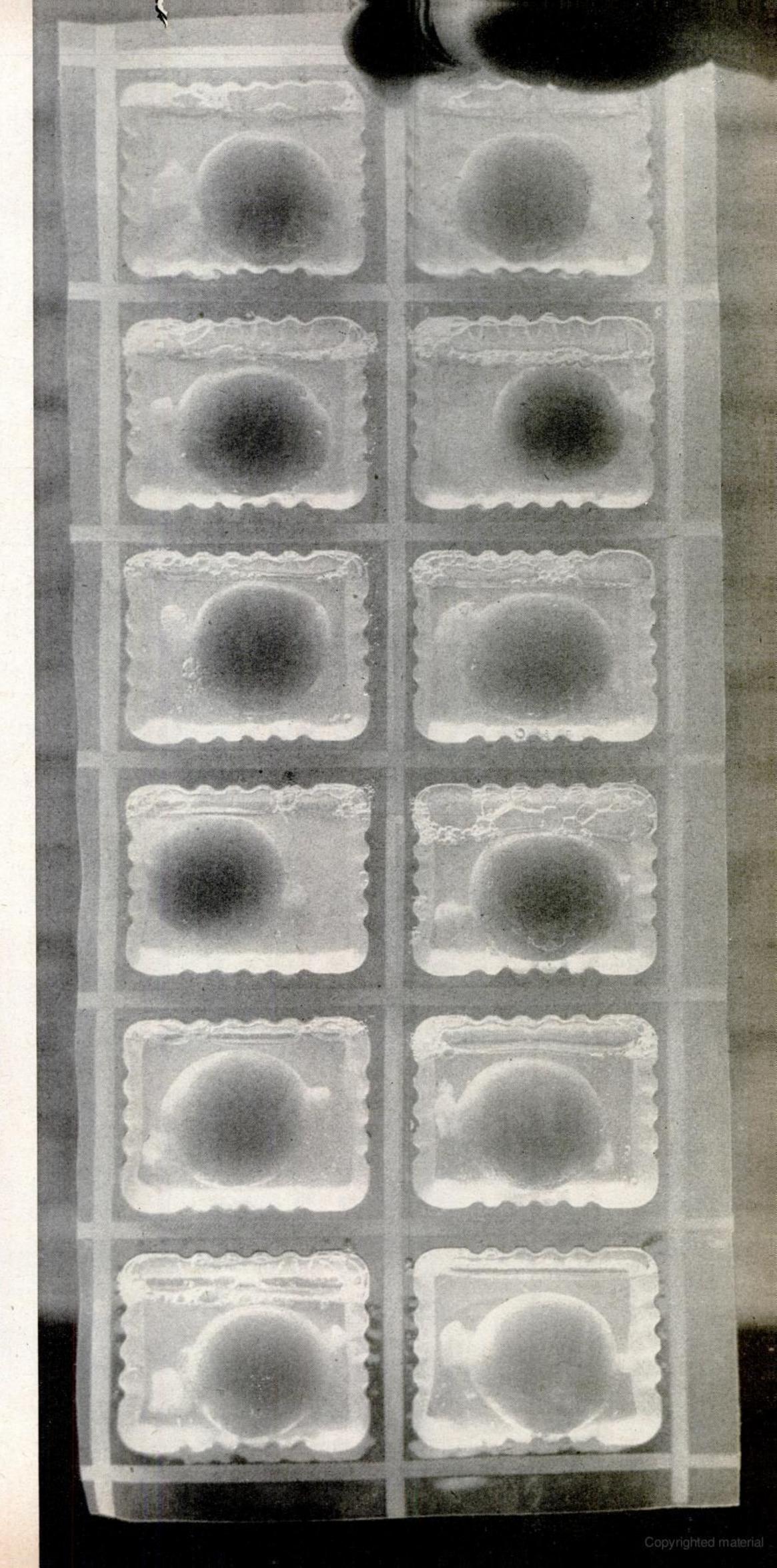
Egg producers will also benefit from Darrah's invention—and not only through reduced breakage. Many grade A eggs now have to be downgraded because their quality does not show up clearly through the opaque shells in candling. Transparent shells clearly reveal quality and could eliminate unnecessary downgrading.



FRYING EGGS, housewife strips off plastic cover after clipping individual eggs from box with scissors.

A SQUARE DOZEN eggs is in plastic carton. Future cartons will have perforations between eggs.









Treat yourself to this special

#### LAVORIS OFFER

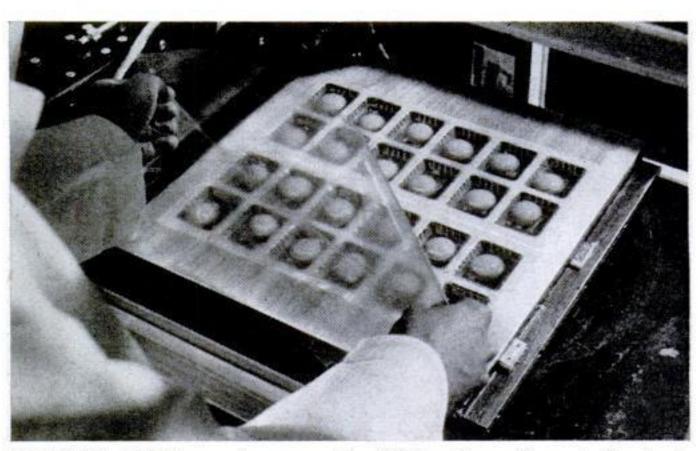
# Crystal Cabinet

for your personal use!



sparkling red

The mouthwash that tastes good and does good



PACKING EGGS, a worker covers two filled cartons with a plastic sheet, after first replacing trapped air with a mixture of gases, which retards spoilage.

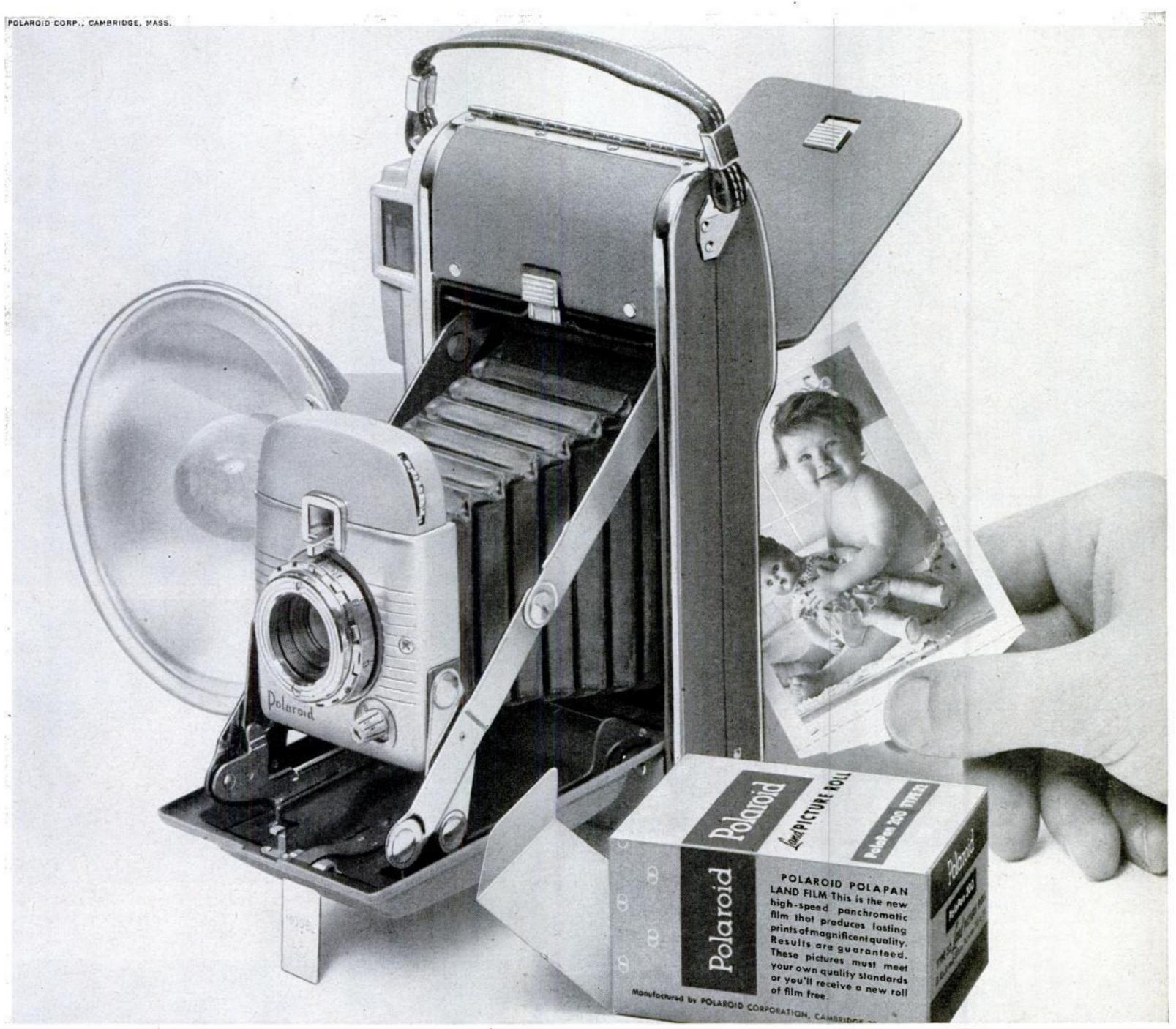


SEPARATING YOLKS is much easier operation than with ordinary eggs. A corner of container is snipped off, and white is drained off through the slit.



BOILED EGGS can be lifted by hand from pot because plastic does not transmit much heat. Transparent shell shows how thoroughly eggs are done.

CONTINUED



# HOW NUCH

does it really cost to own the 60-second Polaroid Land Camera?

The first time you saw a Polaroid Land Camera in action, delivering finished prints in 60 seconds, you probably guessed it must cost a lot of money.

It doesn't. Here are the figures, to the penny. The Polaroid Highlander, pictured above, sells for \$69.95. Lots of folks prefer to buy theirs for only \$1.19 a week.

Your pictures don't cost any more than ordinary pictures, either. Only \$1.29 a roll of film with no extra charge for developing and printing. \$1.29 is all you pay for eight big finished pictures—pictures that last like any fine photographs.

Another thing. There is very little waste with the Polaroid Land Camera. Because you see your results right on the spot, you don't have to take two or three extras to cover yourself in case something went wrong. You don't have to haphazardly shoot up a whole roll of film just to see the first couple of shots you took, either.

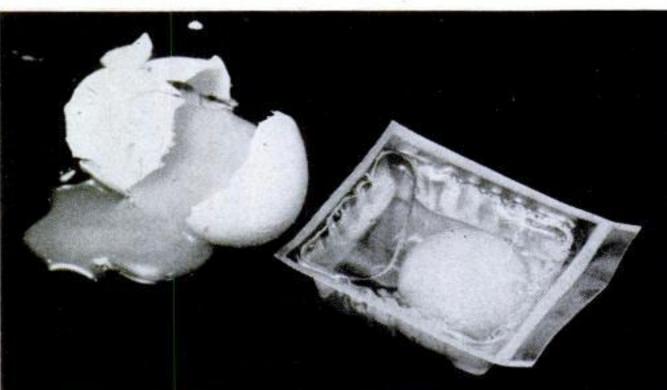


And you'll never have a whole roll turn out too light or too dark. With this camera, if your exposure's wrong, you find out right away, and change it.

But economy is only one thing. The big thing is the fun. No other camera in the world—at any price—can give your whole family such a big kick. Every camera dealer in the country has a demonstration model. He'll let you use it to take a couple of shots. It's real easy to work.



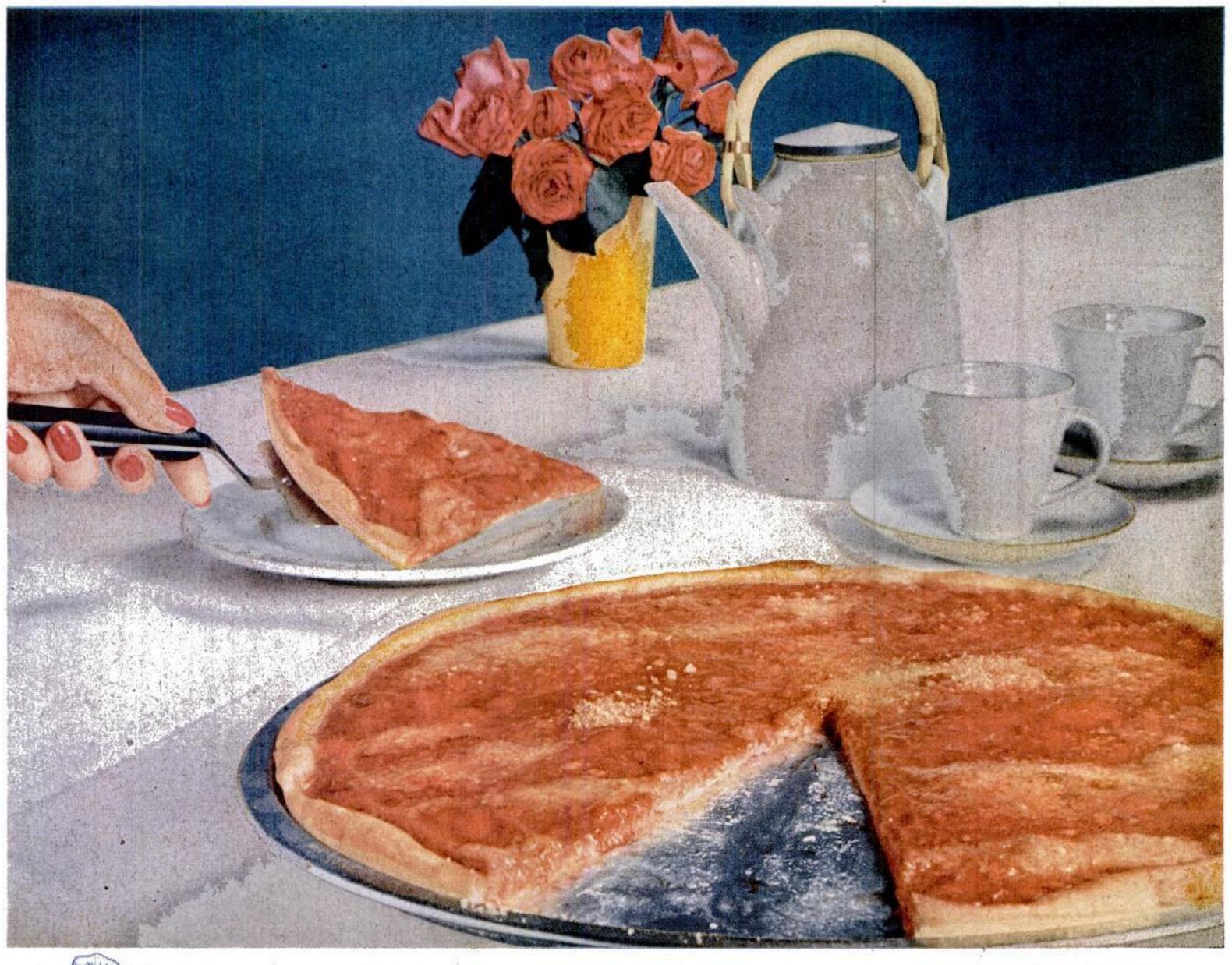




EGG DROP from three feet over table is used by Professor Darrah to demonstrate superior toughness of plastic-encased square egg over ordinary egg. The regular egg smashed. The square egg bounced a little but is still intact.



TASTE PANEL sniffs and tastes nine-week-old square eggs. A few which had been kept in warm room went bad. Ordinary eggs, whose shells are not as airtight as plastic, would all deteriorate after nine weeks at that temperature.







Magnifico! Rich, tender crust... bubbling with savory tomato filling, seasoned with a magic touch of oregano... topped with plenty of tasty cheese—that's the way they serve pizza in Amalfi!

And that's the way you can make it at home—
with new Chef Boy-Ar-Dee Pizza Pie Mix. You
get all the makings in one handy box—the crust
ingredients, the ready-mixed sauce, even a can of
grated Italian-style cheese.

It's so quick! Pop Chef Pizza in the oven for just 20 minutes—and you have an Italian-style feast!

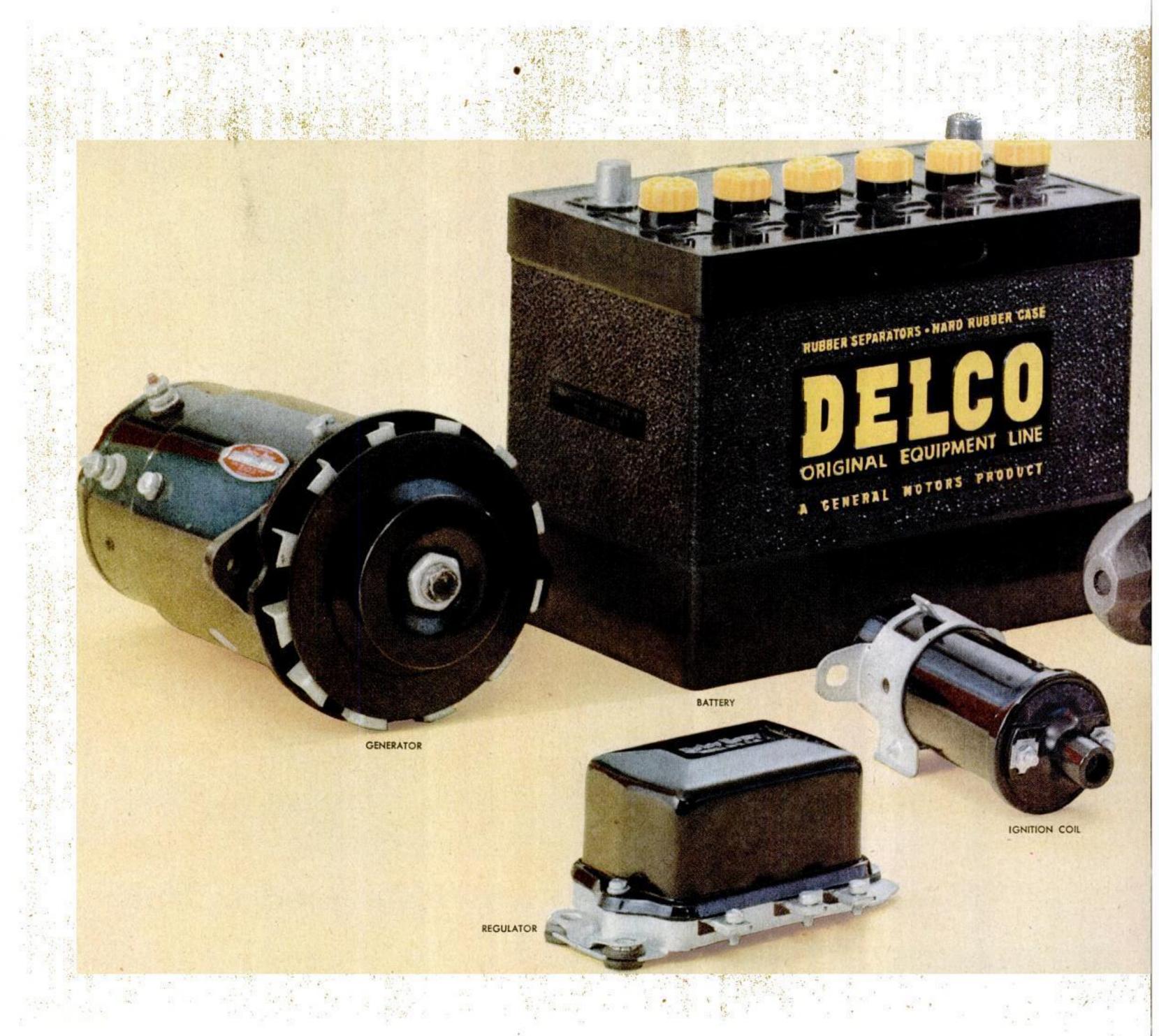
Delicious idea when company comes! Try serving sizzling Chef Pizza cut in bite-size pieces as appetizers . . . or in good big wedges for Sunday evening suppers and midnight snacks.

Just see how the kids love to make their own Saturday lunch! Makes a mighty tempting Italian main dish for family dinners, too. You get 5 big servings from each box.

Do enjoy Chef Pizza soon-tomorrow maybe!

CHEF BOY-AR-DEE®
Pizza Pie Mix





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faster starting . . . up to 50 percent faster—in any weather—under all operating conditions!

greater electrical reserve . . . as much as 30 percent more power for the many electrical conveniences on today's cars!



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dependability you can count on . . . every unit, shown above, from the new longer life Delco battery to the smallest switch, is designed to meet the increasing demand for better electrical performance. For these General Motors products, made by Delco-Remy, are known and trusted around the world "Wherever Wheels Turn or Propellers Spin."

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Delco-Remy, Division of General Motors, Anderson, Indiana

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easiest to carry! The only full-sized machine that weighs a mere 17 pounds. Yet it's so sturdy. Easy to take or put away.

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Easiest for fancy stitches! Lets you invent your own designs, without end. And Elna doesn't limit you like machines with built-in discs.

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# Athletes tell how illicit pay-offs destroy the amateur code

# CANDID CONFESSIONS DISCLOSE HYPOCRISY IN OUR SPORTS TODAY

by JACK NEWCOMBE

WHENEVER Wes Santee, the fastest U.S. miler, appears at track meets this season, he is greeted by hysterical applause. As he pulls away from his opponents, who are undistinguished runners, cheers roll out from the stands. Santee's times are usually mediocre but he is hailed at the finish line as though he had beaten the four-minute mile.

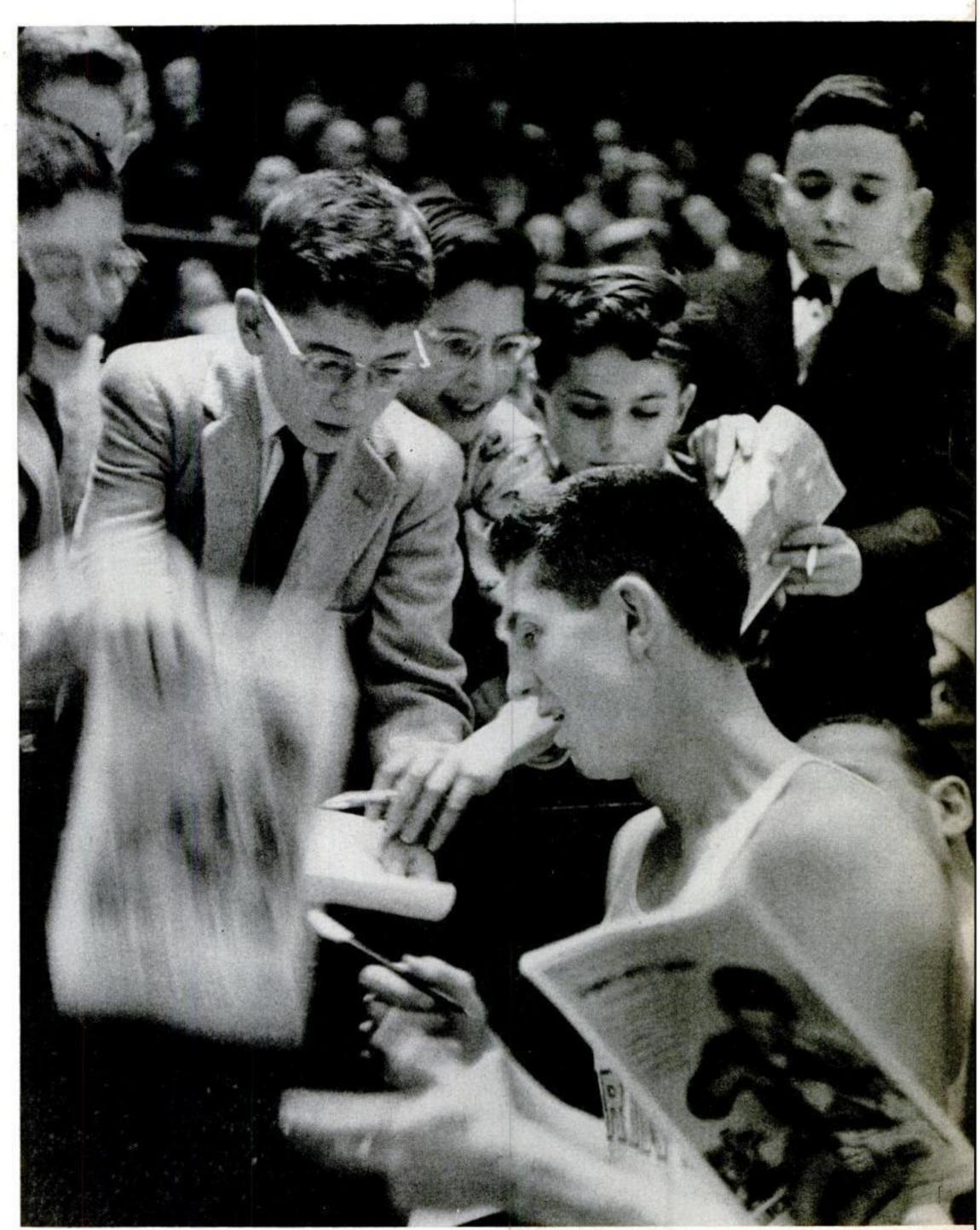
The cheers are not, however, for Santee the runner. They are for Santee the martyr. Under lifetime suspension by the Amateur Athletic Union for accepting "excessive expense money"-that is, running for pay-Wes Santee has suddenly become an immensely popular figure. Fans, sportswriters and even U.S. senators have complained about the A.A.U's "injustice." But the most remarkably convincing defense of Santee comes from his fellow athletes. In interviews with Life they confessed that they themselves had done essentially what Santee did -with no complaint from A.A.U. officials and with the connivance of meet promoters. They have even allowed their names to be used in revealing how the amateur code is flouted in sports today.

Santee, who has never denied that he broke the rules governing payments to amateurs, has raised two basic questions: What is an amateur? And how faithfully is the amateur code obeyed? In an Olympic year when the best athletes of all nations will meet in Melbourne, Australia, these questions are of international importance to the world of sports. And here are some blunt answers by star amateur athletes.

#### No fee, no race

LMORE HARRIS, a regular winner in the 600-yard run from 1945–47 told Life, "I never ran unless I got my price. Maybe only a couple of us out of five or six starters were paid. But the promoters knew that without us they didn't have a race. Sometimes they could be hard when you didn't win. After I lost a race in the Nationals, the promoter of the next meet said he was cutting my price in half. I protested and said I had lost only two races in three years. He finally offered me double or nothing to win. I won. I demanded money for a good reason: I was married and operated a tailor shop. I had to pay someone to take care of the shop while I practiced for three or four hours a day as an 'amateur.' "

Joe Nowicki, a collegiate half-mile champion at Fordham and later an A.A.U. official, says, "It was the practice to talk with other



CAST OUT OF AMATEUR RANKS, WES SANTEE IS STILL A HERO TO FANS WHO BEG HIM FOR AUTOGRAPHS

runners and find out what they were getting. If the man you were beating got more than you did, you asked for more the next time. When the Santee case broke, I thought it was unfair to start enforcing rules that have been waived for years. I know A.A.U. officials who, when they were competing, took just as much as Santee did."

Roscoe Browne, the 1,000-yard national indoor champion five years ago, says, "I think it takes a little maturity to realize that

you can be paid and still be an amateur. The money doesn't necessarily harden you. I got paid bonuses, but I know I was as pure in performance as the most rabid amateur. It isn't the extra money that makes a man a pro. It's the extra emphasis on winning, on breaking records and—especially in an Olympic year—on patriotism."

Johnny Fulton, the national 800-meter champion in 1946, wrote A.A.U. Secretary-Treasurer Dan Ferris, "Twice I was guilty



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PAID AMATEURS Elmore Harris (left) and Roscoe Browne and Joe Nowicki (right) say that they accepted extra money for running at the big track meets.

#### AMATEUR PAY-OFFS CONTINUED

of flagrantly violating A.A.U. expense regulations. But although I was at fault I was not nearly as guilty as . . . A.A.U. officials who proposed those violations to me."

During the eastern track season one year Fulton was getting homesick, was losing weight and had blisters on his feet from running on board tracks. But he was such a popular drawing card that the A.A.U. paid all his expenses for a one-week visit to his grandparents in Canada—on condition that he appear in one more meet when he came back. On another occasion when he planned to take a job to earn \$600 for his next semester at Stanford, the promoters of a meet in Madison Square Garden saw to it that he got the \$600 without working—on condition that he run in their meet.

"I'm not defending myself or any other athlete who accepts money," Fulton told Life. "But any athlete who's working his way through school can't afford to turn down money. Anybody who criticizes this must judge his stand on the basis of what he would do if he found a \$10 bill in the middle of a crowded street. He'd look around and see if anyone was looking for it. If not, he'd pocket it. I don't condone any athlete's going to a meet promoter and saying he won't run unless he's paid. But any meet official or promoter who pays him is even more guilty."

Jim Herbert, a track star who was in great demand at meets in 1937-47, says, "Some meets were run strictly for profit—that's why I demanded 'liberal expenses.' When you are a drawing card, and you train three or four hours a day, I think you should be rewarded. Sure, I made more money than A.A.U. rules permit, but I didn't make a living out of it. When I retired, I didn't have five

dollars in the bank."

One of the fastest sprinters of the 1940s, now living in California, explains how travel costs are used to falsify expense accounts: "The way we worked it was to sign up with an athletic club in the east even though we lived in California. Then for a half-dozen meets out here we collected round-trip plane fares and expenses from New York, although we never left the state. For six meets you could collect over \$2,000." Then when the eastern season started, the stars moved east, used their California addresses and collected another \$2,000 in travel money.

#### A dollar a yard

CUCH clandestine financial deals between athletes and oficials have led to some classic cases of deceit. A few years ago a well-known West Coast pole vaulter asked a promoter for an extra \$50 in expenses but was turned down. The promoter "generously" promised, however, to pay an extra \$100 if the vaulter set a new meet record. It was not until the meet itself that the athlete learned that all he had to do for his extra \$100 was to beat the world record of 15 feet 734 inches which had been set at this meet by Cornelius Warmerdam.

An outstanding middle-distance runner is said to have set a fee of \$1,000 for a 1,000-yard race, but the promoter refused to pay more than \$400. The runner started the race but after a quarter of a mile he suddenly pulled up and limped off the track. "For \$400

you get 400 yards," he told the angry promoter.

CONTINUED

How to avoid dry, unruly "tiger hair"



Thanks to new Vitalis - the smile is on the face of shutterbug sportscaster Bud Palmer, not the tiger.

## New greaseless way to keep your hair neat all day

Hunting for a greaseless hair tonic?

New Vitalis tames hair with V-7, the unique grooming discovery that's not a mineral, vegetable or animal oil. You can use it every day-yet never have an over-slick, plastered-down look.

What's more, Vitalis protects your hair and scalp handsomely from annoying dryness. And tests show it kills on contact germs many doctors associate with infectious dandruff.

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### New VITALIS® Hair Tonic with V-7®



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MESSY OILS. In an independent testing laboratory, Vitalis and leading cream and oil tonics were applied in the normal way. Hair was combed and then wiped with cleansing tissue. Unretouched photographs above show the difference in results!

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CONFESSED RULE BREAKERS Jim Herbert (left) and Johnny Fulton took extra pay as amateurs. Fulton holds officials more guilty than the athletes.

#### AMATEUR PAY-OFFS CONTINUED

Payments to amateurs have become an accepted part of sports simply because an athlete cannot afford to spend the necessary time training unless he is paid for it. The time has passed when a weekend sportsman could be a star athlete. Becoming a national or world champion is now a full-time job: a Davis Cup player must all but live on the tennis court the whole year round; a star runner like Santee must run or exercise three or four hours every day; a top golfer must practice all the time if he expects to place high in the major tournaments.

There are still many full-blooded, wholehearted, simon-pure amateurs in the old-fashioned sense of the word. But they seldom win championships. As Harry Carpenter, a British sportswriter, said, "Carry the Santee case to its logical end, and Melbourne this

year would be a deserted Olympic village.

In spite of all this the Amateur Athletic Union still clings to its classic definition of an amateur as an athlete "who engages in a sport solely for the pleasure and physical, mental or social benefits he derives therefrom and to whom sport is nothing more than an avocation." Under the A.A.U. rules an amateur can accept only \$15 a day in expenses and, as a prize, a medal or an occasional wristwatch (provided that it cost no more than \$35).

But the bigtime track promoters, some of whom are themselves members of the A.A.U., know that they can seldom get great runners to compete for \$15 a day expense money. And champion runners cannot afford to go through the training grind if all they are going to get out of it is "physical, mental or social benefits." Unless he is independently wealthy, an athlete must also consider other

benefits such as food, clothing and shelter.

For years the A.A.U.'s high-sounding rules have been slyly broken with almost no recriminations and no questions asked. The practice is so widespread in the U.S. that it has evoked a cynical but realistic distinction between a professional and an amateur: "A pro will take a check and an amateur won't." The amateur, who must protect himself against written proof of guilt, prefers all transactions to be in cash.

#### Cashing in on ancient Olympics

THE amateur's urge to cash in on his athletic ability is by no means a development of the 20th Century. In the Olympic games of ancient Greece young athletes began to look beyond the victor's garland to more material rewards. In their home towns, where money was subscribed for statues in their honor, gifts and comforts were pressed on the athlete by hero-worshiping townspeople. Some athletes took generous advantage of offers of food, clothing and housing. When the Romans entered the Olympic games after conquering Greece, they were accused of profiting from exhibition tours. An argument over the acceptance of cash prizes ended in a riot, with the Romans burning many of the Olympic buildings. Emperor Theodosius of Rome bluntly settled the problem in 392 A.D. by abolishing the games altogether.

Originally the amateur athlete in Europe and America was usually

CONTINUED



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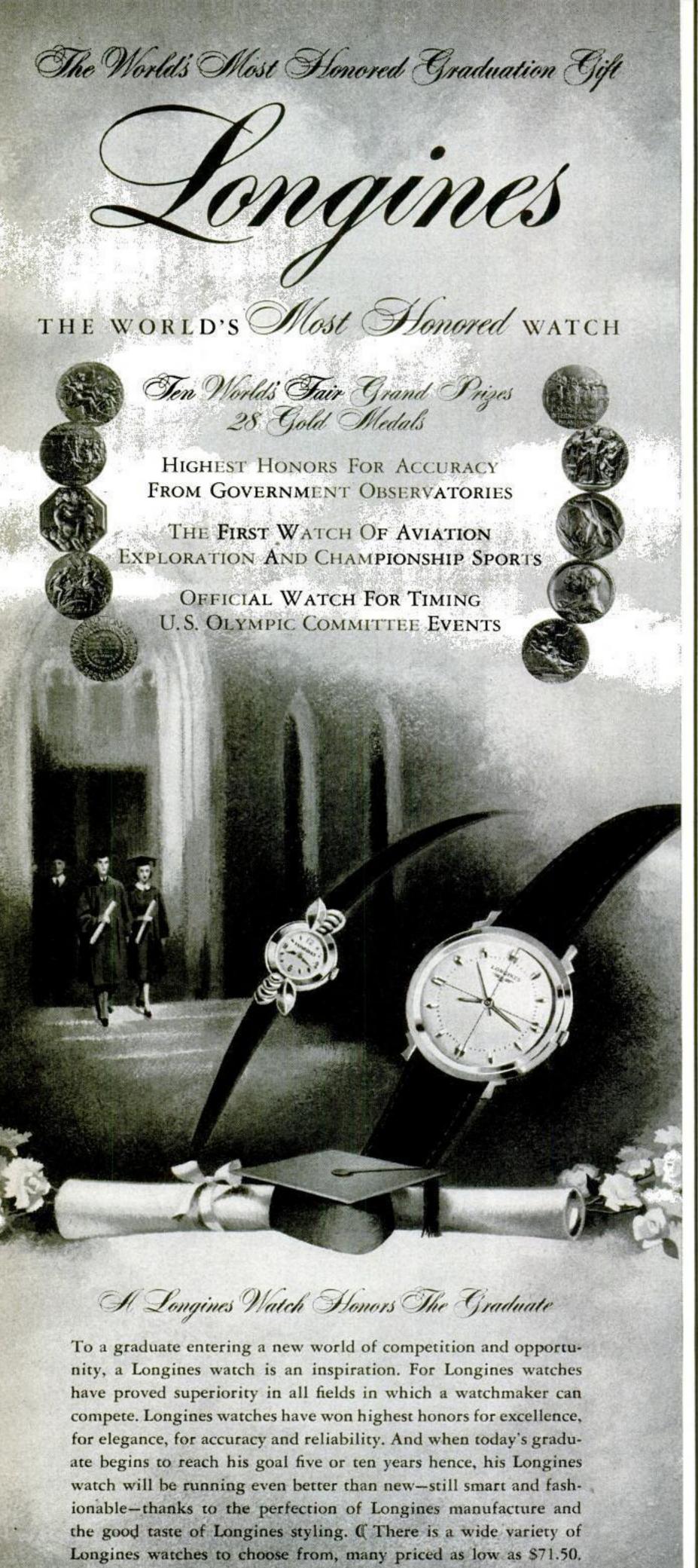
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#### AMATEUR PAY-OFFS CONTINUED

a member of the wealthy class and could afford to play his favorite sport for "physical, mental or social benefits." But as sports became more democratic and, as a result, more competitive, it became necessary to define amateurs and amateurism. In 1888 the A.A.U. was founded to provide these definitions and to preserve the amateur flame.

Among its original objectives the A.A.U. listed "the establishment and maintenance throughout the U.S. of a uniform test of amateur standing and uniform rules for the government of all athletic sports within its jurisdiction." To carry out this objective the A.A.U. has created 48 district associations, all manned by volunteer officials. The A.A.U. claims jurisdiction over 19 sports ranging

from track and basketball to tug of war.

This clumsy apparatus continually buckles under the pressure of high-powered competition. Because the A.A.U.'s austere code is sometimes solemnly enforced, as in the Santee case, and at other times completely ignored by the very same officials, there is wide disrespect for the system. There is, moreover, no single code covering all amateur sports. Some sports are governed by the A.A.U., some by the National Collegiate Athletic Association, some by other watchdogs. This leads to grave differences of opinion as to what constitutes amateur behavior:

In golf, amateurs may compete against professionals in open

tournaments but are ineligible for prize money.

In college basketball, four players were ruled ineligible last month for announcing their intention to turn professional.

In track. Elmore Harris ran in several amateur meets after he had already signed a professional football contract.

In college baseball, West Point cadets play an annual game

against the New York Giants and emerge untainted. But the A.A.U. has ruled (the matter is still in the courts) that

anyone who races against Wes Santee since his suspension runs the risk of losing his amateur standing by competing against an

ineligible runner.

The problem of certifying amateurs for the Olympics is equally confused. The Russians are an extreme but by no means isolated example of the state-sponsored sportsman or civil service athlete. Many of the U.S. stars who will be on this year's Olympic team are members of the Armed Forces whose full-time active duty consists of training for the Olympics. Last winter the U.S. Navy looked up members of its 1952 Olympic championship crew and ordered them to report from their various ships and bases to the Naval Academy at Annapolis. There they are earning their pay as officers by trying to get in shape for the Olympic trials in June.

#### The \$20,000-a-year amateur

THERE are other notable fictions in Olympic amateurism. Canada conducts an "amateur" hockey program that permits regular payments to players and allows them to play three games a year in the professional league without losing their amateur rating. Amateur hockey can be very profitable in Canada. For a long time Jean Beliveau, now the star of the Montreal Canadiens. could not afford to turn pro because he was pulling down \$20,000 a year as an amateur—and incidentally remaining eligible to represent Canada in the Olympics. Part of the U.S. Olympic basketball team is made up of industrial league players who are certified as amateurs by the  $\Lambda$ .A.U. on the grounds that they are regular job-holding employes who play basketball in their spare time just for the love of the sport. The fact that these employes are hired because of their basketball reputations and have little time during the winter for any work except basketball is simply overlooked.

Outside the realm of the Olympics and the A.A.U. there is the same fuzzy distinction between the pro and the amateur. Tennis, which is a self-policed sport, exceeds most other forms of amateur athletics in self-deception. In 1952 his fellow countrymen gave Australian Frank Sedgman a wedding present of \$12,000 to make certain that he remained a poor but honest Davis Cup defender.

Former amateur Jack Kramer, now the chief promoter for the tennis pros, frankly admitted to Life that amateurism is a sham: "Any time there are gate receipts it is impossible to have honest amateurism. You hear what the other drawing cards are getting and you want yours too. When I was 15 I heard of a player getting \$50 for each tennis exhibition. I decided I should get something besides a lunch for an exhibition. A timid little request for \$20 put me on my way. In tennis or any other sport a champion has to work at it full time. Only competition develops your skill, and you have to travel to get competition these days. How can an athlete travel all over the country or the world and maintain the spirit of the amateur code?"

The spirit of the code has little opportunity to survive in the

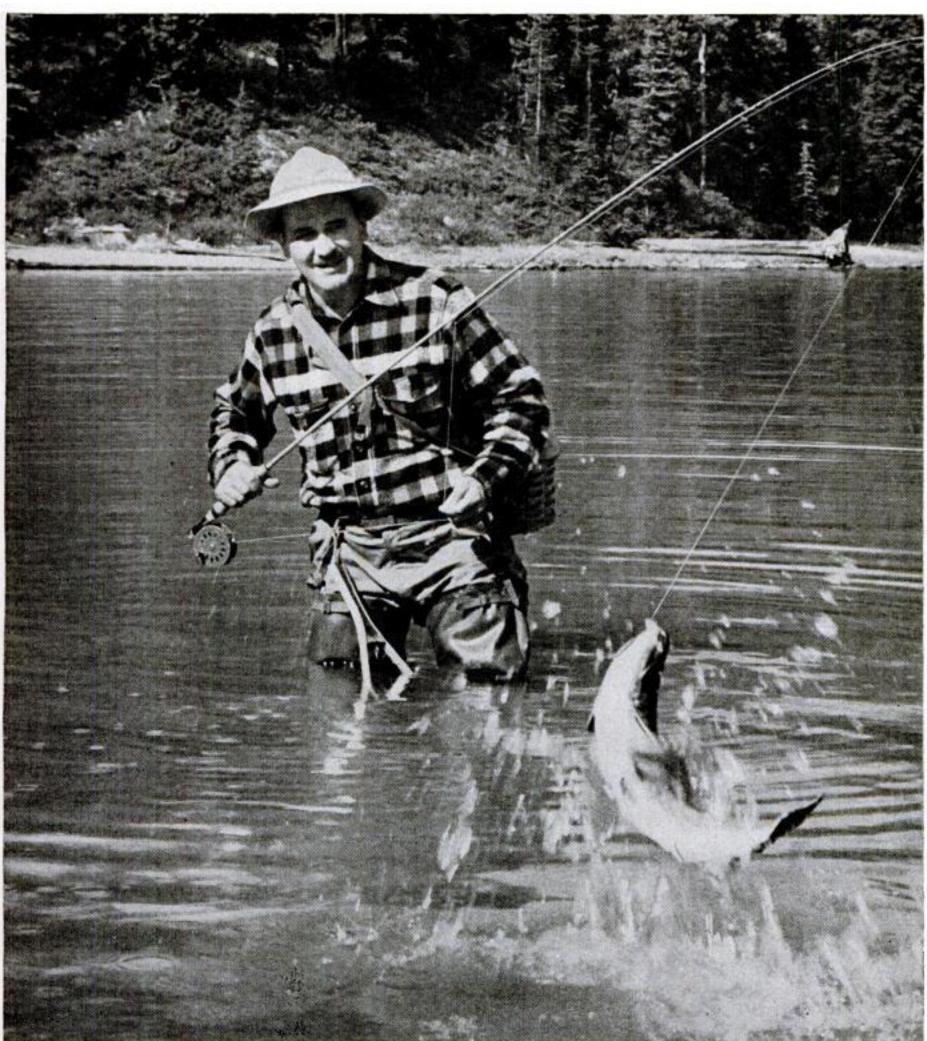
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#### SUNSWEET PRUNE JUICE

An advertisement of Monsanto . . . Where Creative Chemistry Works Wonders for You

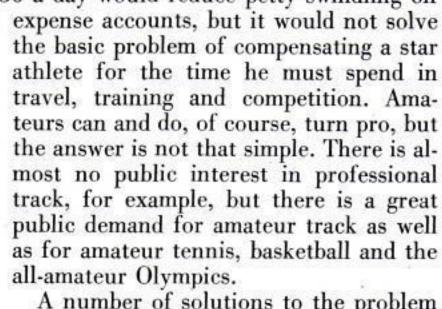


LOVE WOOD? You'll love Monsanto's Rez. Colors wood, won't hide grain. Outside, Rez handsomely protects; inside, brings beauty in depth to wood paneling, cabinetry. For color booklet showing the 13 Rez fashion colors, write: Rez, Box 291, St. Louis, Mo.

#### AMATEUR PAY-OFFS CONTINUED

present climate of deceit. The familiar practice of recruiting high school football and basketball players teaches young athletes that the code is a joke and nothing in their subsequent careers is likely to change their opinion. The A.A.U. and other amateur certifying bodies are faced with the alternatives of enforcing their rules conscientiously at all times or of admitting that the code is outmoded and needs changing.

Within the present rules an increase in expenses from \$15 to a more realistic \$25 or \$30 a day would reduce petty swindling on



A number of solutions to the problem have been suggested:

A special family payment to married amateurs who lose income while training or competing.

Payment to all amateurs for a specified number of working days while in

training for national or international championships.

A.A.U. BOSS Dan Ferris denies that the amateur

code needs to be revised.

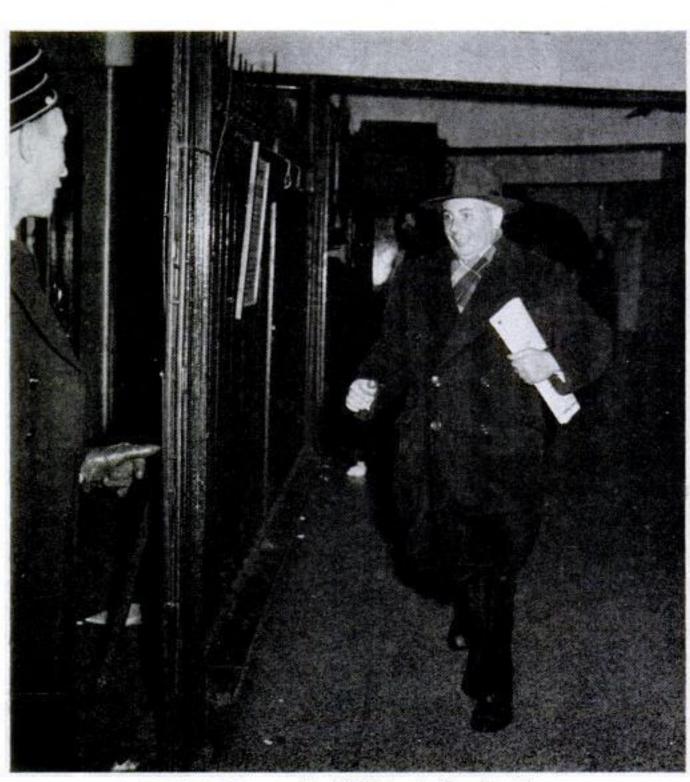
Limited cash prizes for winners in major sports events.

A new definition of "pro" and "amateur" based on the distinction that a pro earns his principal income from competition while an amateur does not.

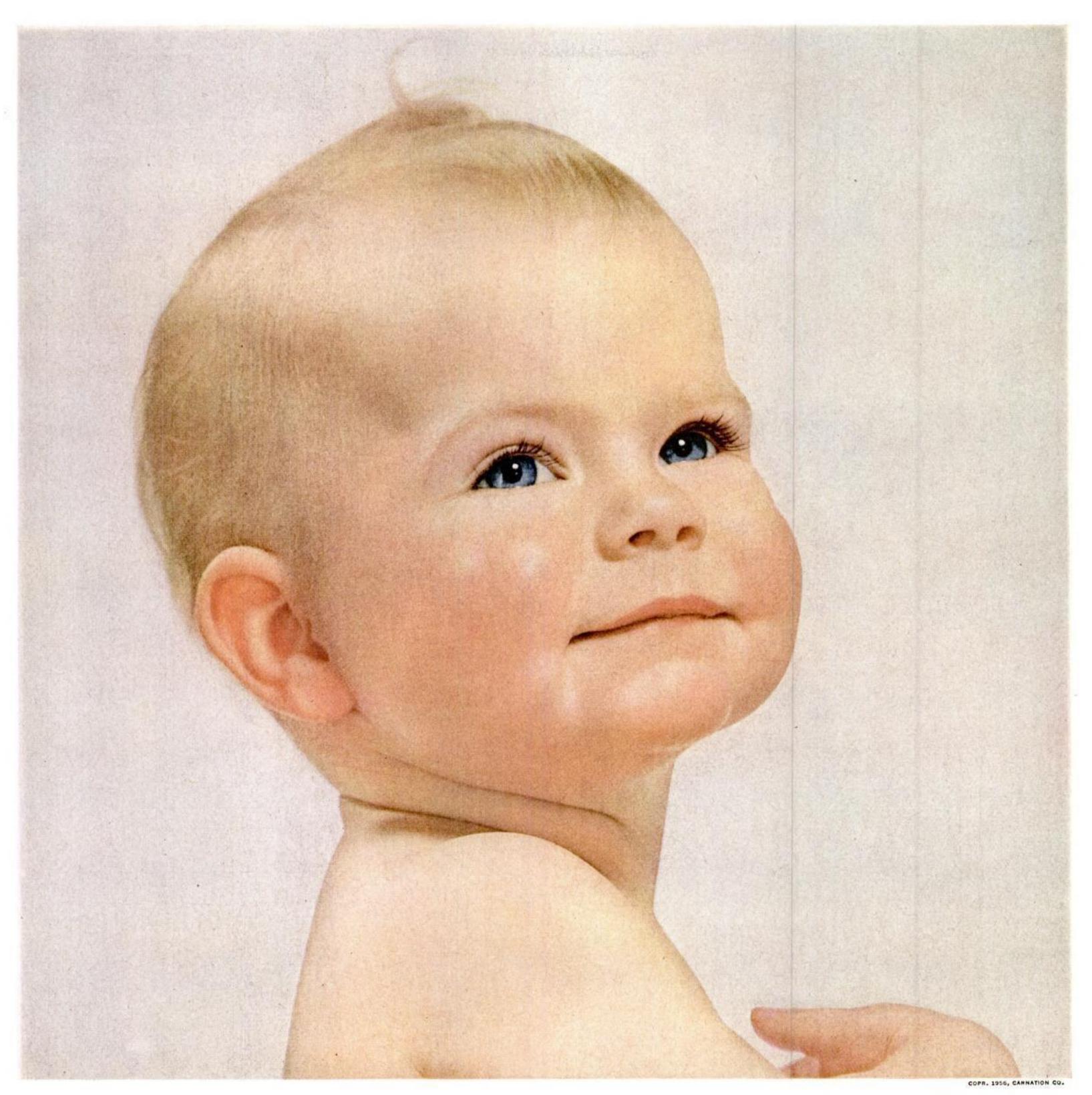
Complete abolition of any distinction between pro and amateur. England's Earl Alexander, World War II field marshal and a great amateur runner in his youth, recently suggested that the entire business of trying to keep professionals out of the Olympics is now ridiculous. "Let everybody compete," said Alexander. "Then there can be no arguments afterward."

But A.A.U. Secretary-Treasurer Dan Ferris still says, "For the sake of amateurism there can be no deviation. The A.A.U. has got to stand or fall on the code as it is now written."

A somewhat different opinion was expressed 20 years ago by Sportswriter Paul Gallico. Looking around to see which runners could honestly meet all the requirements of the amateur code, Gallico could find only one: "a commuter running for the 8:13 out of Larchmont or Port Washington."



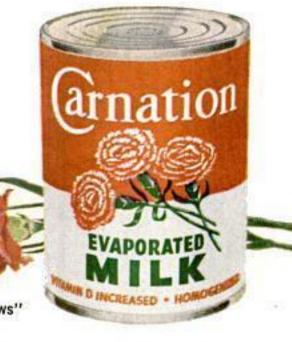
AMATEUR SPORTSMAN, says Paul Gallico, is found only among commuters who run for trains (above), Sunday golfers and week-end tennis players.



### His doctor recommended Carnation

8 out of 10 mothers who feed their babies a Carnation formula say: "My doctor recommended it."

It's the safest, most nourishing and digestible form of milk for baby's bottle. It's the *proven* infant feeding milk, fed by more mothers to more babies than any other milk you can buy anywhere. It's the milk recommended—by name—by leading baby specialists the world over. Yet Carnation costs far less than formulas you buy already prepared. Ask your doctor about Carnation, the milk every doctor knows.



"from Contented Cows"

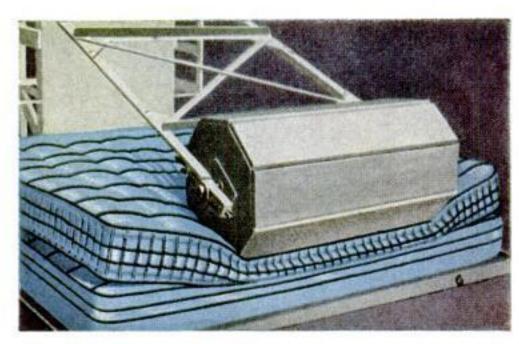
Send for this valuable booklet, "You and Your Contented Baby." 64 authoritative pages on prenatal and postnatal care, offered at no cost to mothers and expectant mothers. Address Mary Blake, Carnation Co., Dept. LM-46, Los Angeles 36, Calif.



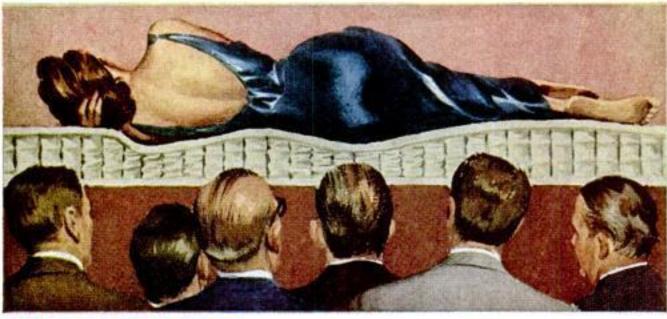
# BEAUTYREST-THE



BEAUTYREST PROMISES...independent comfort for man and wife! Only Beautyrest can give such double-bed luxury. Independent springs guarantee separate, private comfort. No rolling together. Not even a jiggle when he turns in his sleep.



BEAUTYREST PROMISES . . . longer-lasting comfort! This 270-pound roller at the United States Testing Co. rolled back and forth continuously over 21 leading mattresses. One of these mattresses—Beautyrest—stood up 3 times longer than the others under this grueling non-stop torture.



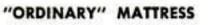
BEAUTYREST PROMISES . . . body-fitting comfort! Beautyrest—with independent springs—adjusts to every inch of you, giving gently under the weight of your thighs, yet firming up to support the small of your back. This body-fitting comfort lets you awake without an ache!



Strange bedfellows agree . . . when it comes to sleep, they both vote the "independent ticket." And that means Beautyrest\*—the only mattress with independent springs. In all other mattresses the springs are

### KNOW THE CANDIDATES-DON'T BE FOOLED!







BEAUTYREST

This famous water-glass test proves the superiority of Beautyrest. See how glass topples as you press down on nearby spring in "ordinary" mattress. Springs that are tied together, sag together. See how glass stays upright on Beautyrest. This means Beautyrest will never develop sag, major cause of sleeper's ache.

How old is your mattress? It's BEAUTYREST MONTH

# SLEEPERS' CHOICE!





joined together. Every pressure . . . every jounce is relayed from spring to spring. On a Beautyrest not even the heaviest individual can disturb the rest of his partner. Separate comfort for two!

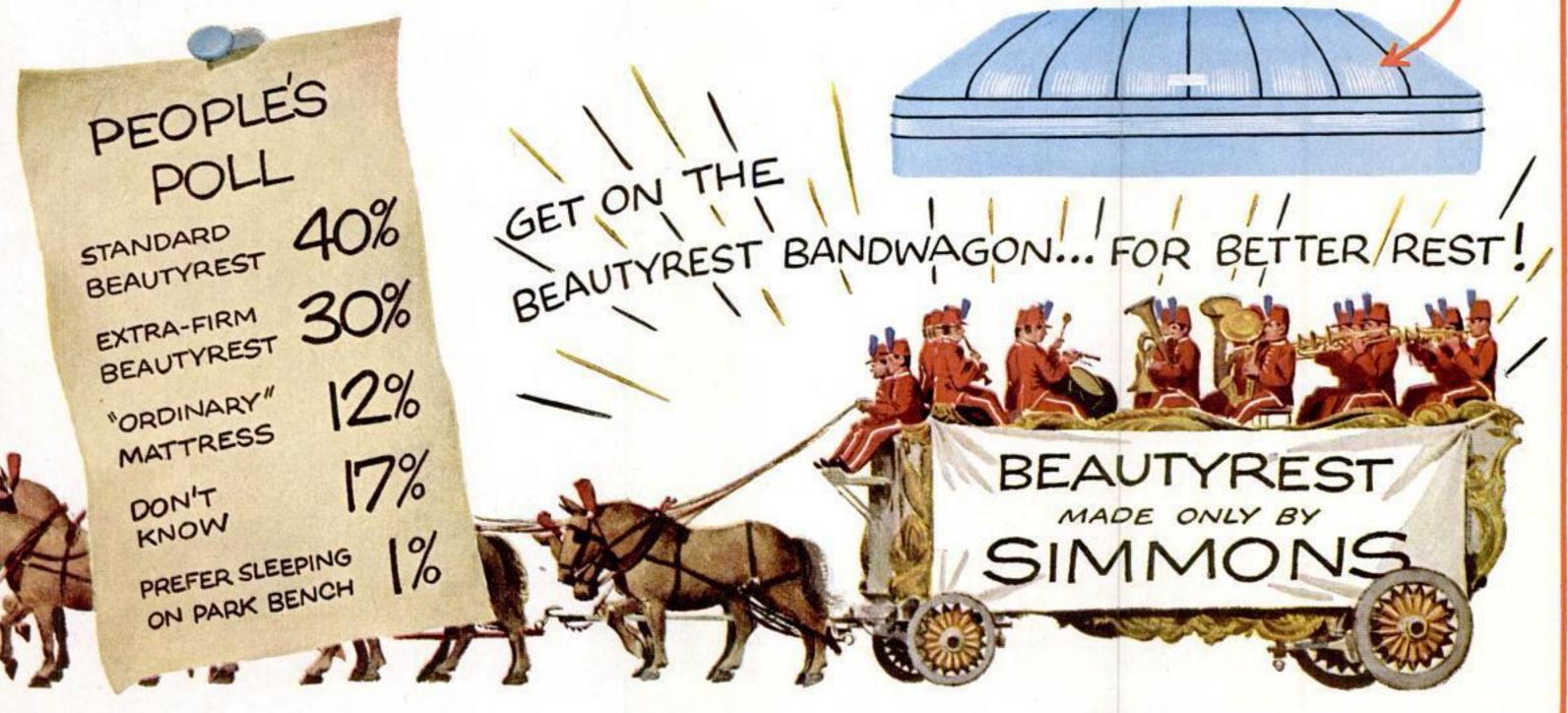
#### More people sleep on Beautyrest than on any other mattress

Last night, 11 million Americans slept on Beautyrest-millions more than on any other make of mattress. To see why it is the "Sleepers' Choice," just you lie down on Beautyrest at your favorite Simmons store today. You'll discover a new and wonderful kind of comfort.



#### THIS IS OUR PLATFORM!

Under the Beautyrest of your choice—Standard or Extra-Firm—goes the Beautyrest Back-Saver Foundation. Its exclusive platform-top action assures perfect level support and greater mattress comfort.



\*Trade-mark Reg. U. S. Patent Office, Copr. 1956 by Simmons Co., Mdsc. Mart, Chicago, III.



New Nash Ambassador Country Club with 220 HP Jetfire V-8, Twin Ultramatic Drive, Power Steering, Power Brakes, Power-Lift Windows optional

# Make it a Nash Vacation... in the World's Finest Travel Car!

Vacation in true comfort, safety and style . . . in Nash! For the World's Finest Travel Car has the exclusive features that make any trip—across town or across country—a genuine pleasure.

Here you enjoy the greatest shoulder room ever built into an automobile . . . the widest front seat, the most legroom. Here you enjoy the "finest shockproof ride in the industry." Even Airliner Reclining Seats for perfect relaxation every driving mile and Twin Travel Beds that let you forget lodging worries.

Traditional Nash economy means you save as you drive. And Single Unit Car Construction—the Biggest Difference In Cars Today—affords the greatest protection for you and your family.

Backed by \$25,000 Personal Automobile Accident Insurance against fatal injury

When you buy a new Nash, you receive automatically a total of

\$25,000 Insurance, divided equally between husband and wife, providing for payment of \$12,500 to estate of either—a total of \$25,000—if either or both should be fatally injured while driving or riding in their new private passenger Nash anywhere in the world during first year of ownership. Applies only where state insurance laws permit. Here is true backing to support our confidence that Nash, the world's finest travel car, is the safest car you can drive!



AMBASSADOR · STATESMAN · RAMBLER · METROPOLITAN

Division of American Motors Corporation, Detroit 32, Michigan

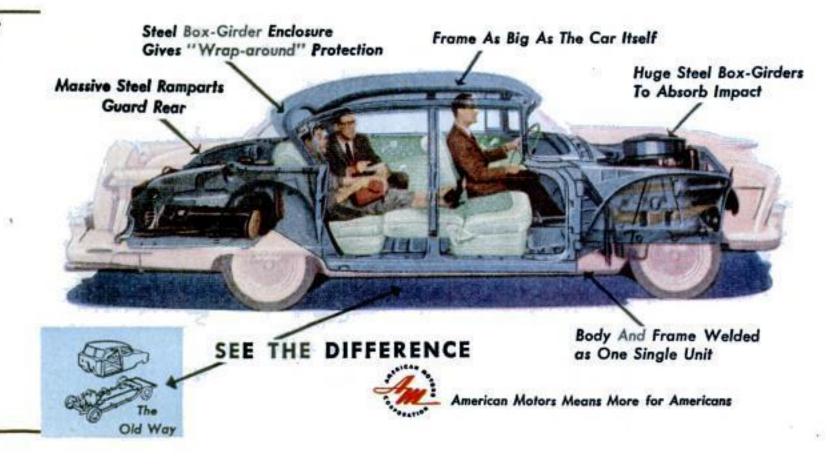
# Hurry! Hurry! Still Time To Win!

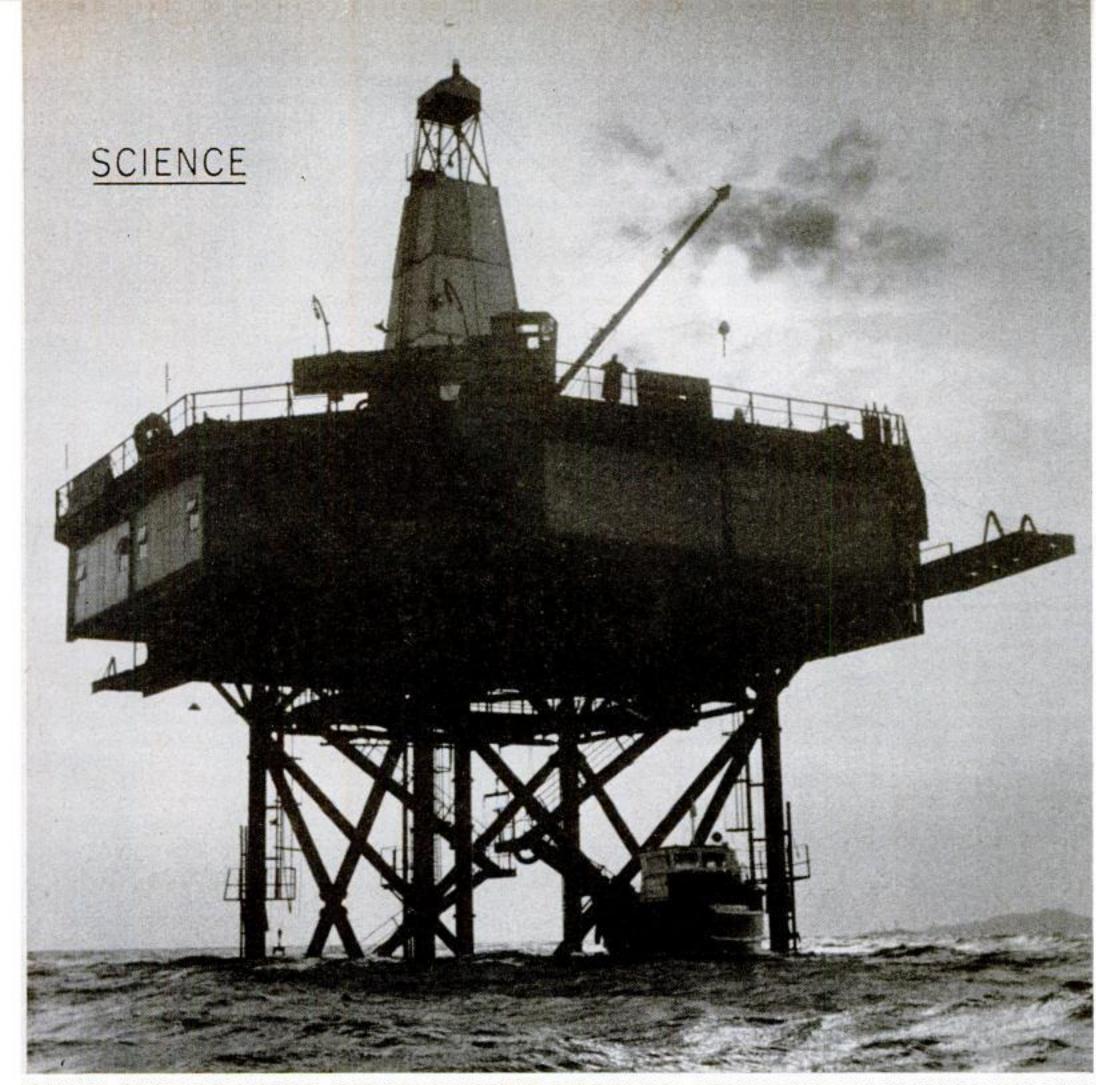
#### PRIZES FOR NAMES IN THE BIGGEST CONTEST ON RECORD

Send us a name for American Motors Single Unit Construction (shown at right)—the biggest difference in cars today. Your entry may win you the \$25,000 Cash First Prize—or a brand-new Air Conditioned Nash or Rambler car—or any one of 1141 wonderful prizes. Hurry! Contest closes May 20th.

Get complete information and free entry blank with easy rules for winning at your Nash Dealer's!

See DISNEYLAND—great TV for all the family over ABC Network





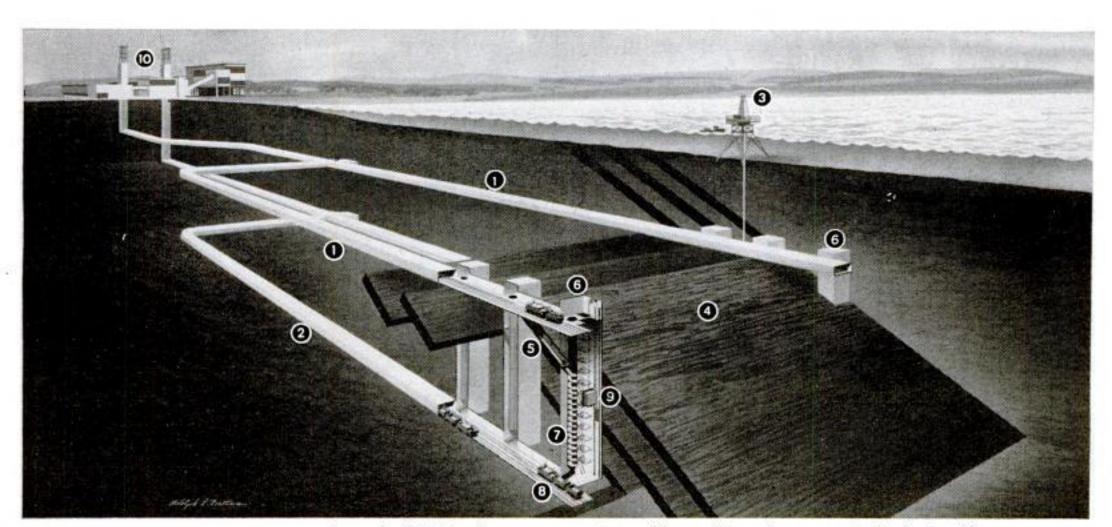
DRILLING TOWER PROBING FOR COAL LOOMS 100 FEET OVER FIRTH OF FORTH. TOWER CAN SURVIVE 80 MPH GALES

# BRITAIN HUNTS OFFSHORE COAL

#### Underwater drilling locates seams for a future mine beneath sea floor

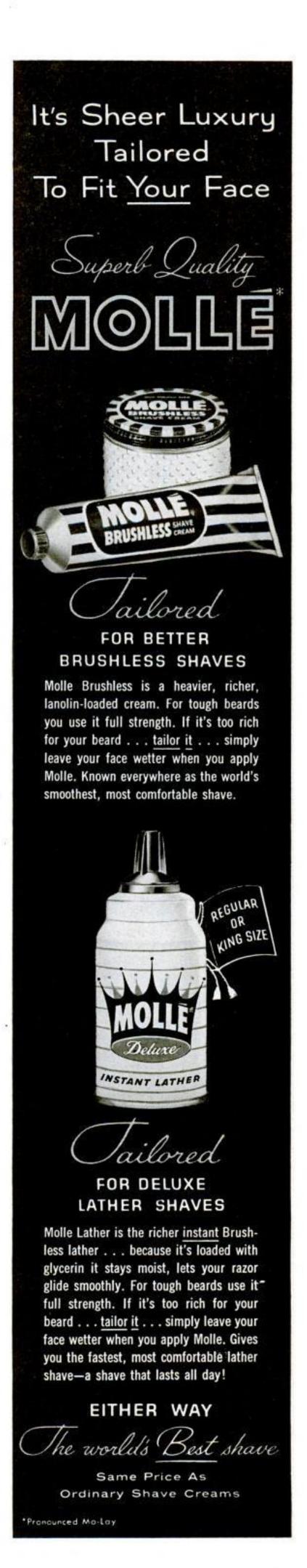
A steel tower looking like a U.S. offshore oil rig perched on stilts over the choppy seas of Britain's Firth of Forth. It was a coal-drilling tower, Britain's latest tool for locating coal beds beneath the sea floor. For years Britain has been forced to reach out under the sea for enough coal to meet its expanding needs. Recently the tower finished the first in a series of exploratory bores, locating new beds which may yield 200 million tons of coal. Next, tunnels will be driven from the shore through the underlying rock to the rich seams.

Building and working the mine, engineers say, will be no more dangerous than mining on land. The mine will cover 15 square miles, will be the most efficient and fully mechanized one in the country and will produce its first submarine coal in five years.



submarine coal mine, a section of which is shown above in cutaway drawing, will have series of connected horizontal tunnels at 920 (1) and 1,645 (2) feet below sea bottom. Coal previously located by tower (3) 1½ miles from shore is dug from slanting coal seams (4) by mechanical

miner (5) working from vertical shafts (6) connecting tunnels. Coal slides down spiral chute (7) into cars (8) which take it to head of mine. Personnel enter mine by upper tunnels, descend shafts by elevator (9) to work site. Fan in colliery tower (10) circulates air through tunnels.





# ... THIS IS THE TIRE WITH

Ends fear of blowouts!

Ends fear of punctures!

Ends fear of skids!

Gives longer, safer mileage than any other tire!

Now from Firestone comes the automatic safety tire . . . the new Firestone Supreme. It gives you and your family protection never before provided in any tire at any price. It's the first and only tire with <u>built-in peace of mind!</u>

Blowout Safe! It's a tubeless tire. Its cord body is made of all nylon—stronger than steel, pound for pound. That's why the Firestone Supreme resists all causes of blowouts. But no tire is blowout-

proof from a slash or cut in the sidewall. So the leave nothing to chance, Firestone engineers have built into the Supreme an emergency life protector.

For should a blowout occur, an automatic safet valve closes in the life protector and retains <sup>2</sup> of the air. This lets you ride out a blowout without swerving—without danger. Lets you come safely to a straight-line stop. This is built-in peace of mind.

Puncture Safe! The new Firestone Supreme ha



# BUILT-IN PEACE OF MIND

special gummy rubber sealant that seals any cuncture the instant it occurs—makes it completely cuncture-safe. No more delays, no more fear of changing tires on a busy highway. This is built-in beace of mind.

skid Safe! Firestone's new exclusive tread design makes all others out-of-date. Wider and deeper, this efficient tread holds the road with a powerful grip never before possible. It won't skid, swerve, or

slide like ordinary tires. Takes danger out of driving on pavements wet with rain or snow. And this tread is *silent*—won't hum on the highway. Won't squeal on the sharpest corners. This is built-in peace of mind.

Thousands of extra miles! The rugged all-nylon cord body, plus thicker tread, gives you up to 25% more mileage—the longest, safest mileage of any tire by far. And it's made for beauty—as well as

duty. With its white sidewalls—made to *stay* white —with curb scuff protection—and smart fashion-line styling, the new Firestone Supreme gives you the most luxurious tire on the road.

Have your car dealer put Supreme tires on your new car—or have your Firestone Dealer or Store put them on your present car. You'll get a liberal trade-in—convenient payment terms—and <u>built-in</u> peace of mind in the bargain.



# Jazz Helps Artists Dig That Clay

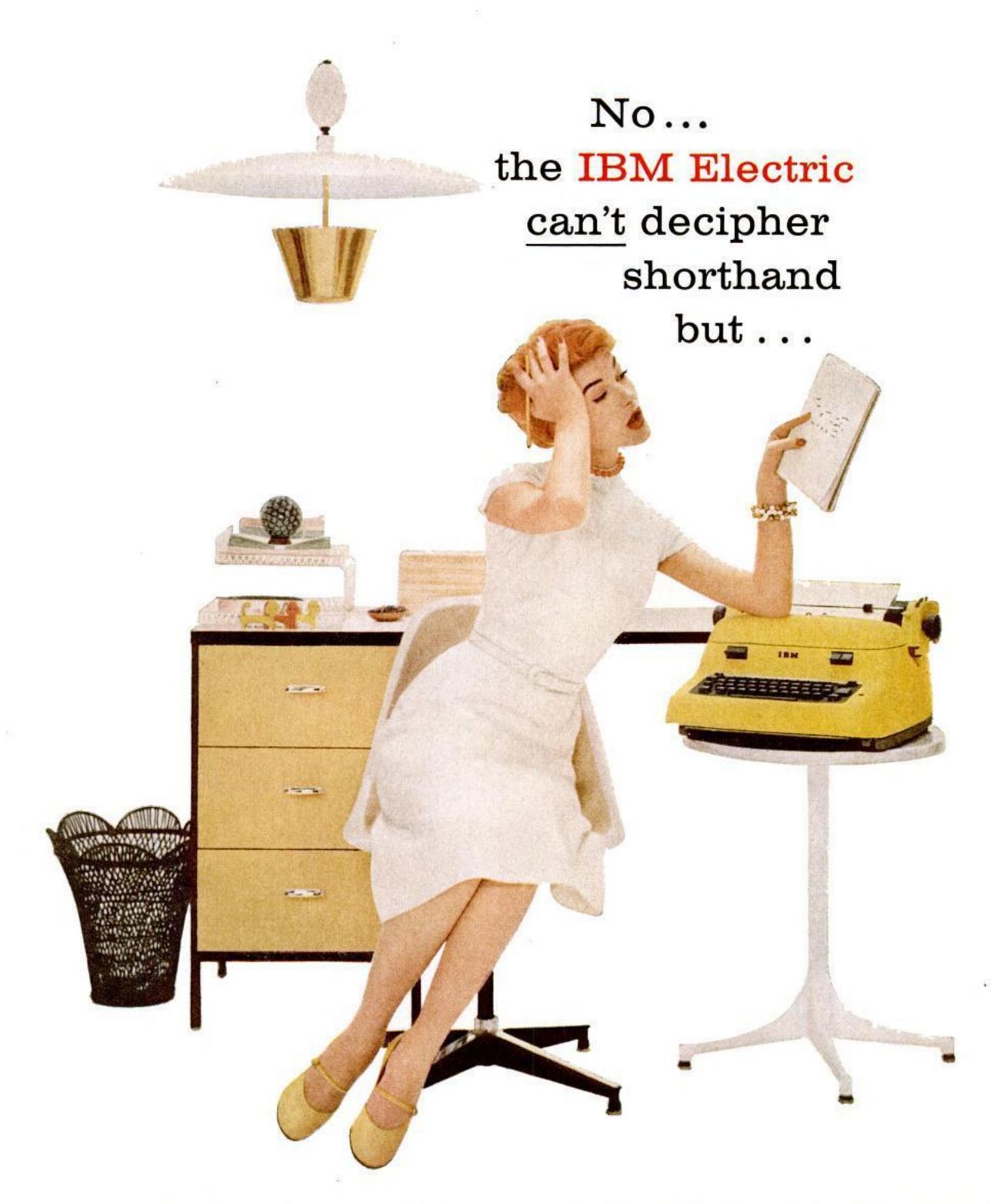


When the cymbal crashed and the string quivered and the jazz began to beat, 15 students in a Hollywood sculpture class grabbed globs of clay and began to mold their impressions of the music. The students, who work under a teacher named Vito, were accustomed to getting inspiration from music, but normally they listened to old masters like Bach and Vivaldi. This time Vito invited a top group of modern jazz makers, Chico Hamilton's quintet, to perform at one of the evening classes in the studio.

As the musicians warmed up and hit their stride, the students' clay quickly took bizarre and fanciful shapes. Said one excited student, "With all the music and everything, you got so emotional you could hardly sculpt at all."

COOL FLUTE tooted by Buddy Collette is the inspiration for a fantastic abstraction by Nina Bara.





...it will give you the world's most eye-catching letters and increase office efficiency, too!



Your letters will be handsomer, easier to read when they're typed on the IBM Electric! Whatever touch a typist uses, she always gets uniform, "letter-perfect" typing.

Less time, less effort—because the IBM Electric requires 95.4% less "finger-effort" than a manual. Ease of operation and the

many IBM time-saving aids help get typing done in far less time.

Increases efficiency because the IBM helps handle more work without added secretarial expense. Remember, the IBM costs no more than other electrics . . . and it pays for itself fast! Call IBM today.



ELECTRIC TYPEWRITERS



\_OUTSELL ALL OTHER ELECTRICS COMBINED!



# Through this gate just passed the most

...the longest,
lowest, most
powerful Lincoln
of all time

Lincoln beauty is even more—much more than the fresh clean sweep of steel that draws so many long and longing glances.

It is more than the modern magnificence of Lincoln interiors, fashioned with such a distinctively youthful flair.

You see, for example, the beauty of motion in the way this longest of all Lincolns carries itself—so agilely, so competently—in touchand-go city traffic as well as at turnpike paces.

You feel the beauty of power as the 285 h.p. Lincoln engine whisks you around a plodding van . . . or carries you safely and swiftly from cloverleaf onto throughway, well ahead of the onrushing pack.

And you relax in the beauty of luxury that



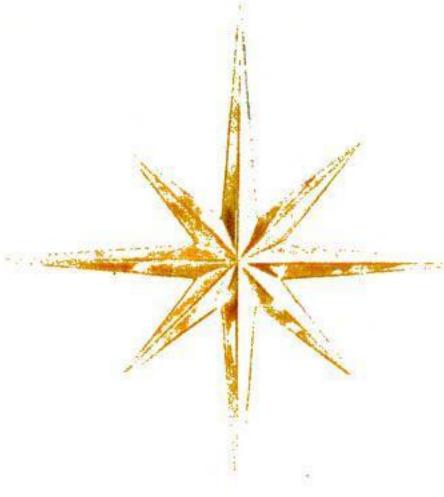
# beautiful car in the world

omes from the matchless Lincoln suspenon system as well as from Lincoln's superb unging comfort . . . from power assists that you control a mighty two-tons-plus with mere touch of foot or finger.

To know the full meaning of Lincoln beauty, ou must know Lincoln fully-from behind e wheel. As any owner of the new 1956 Lincoln will tell you—you owe it to yourself to *drive* this refreshingly new kind of fine car! Stop in and let your Lincoln dealer place a car at your disposal . . . any day you say.

#### LINCOLN

Unmistakably . . . the finest in the fine car field





Now SEE as well as

TASTE its

HONORS MARCH 1956

RETIRED WITH

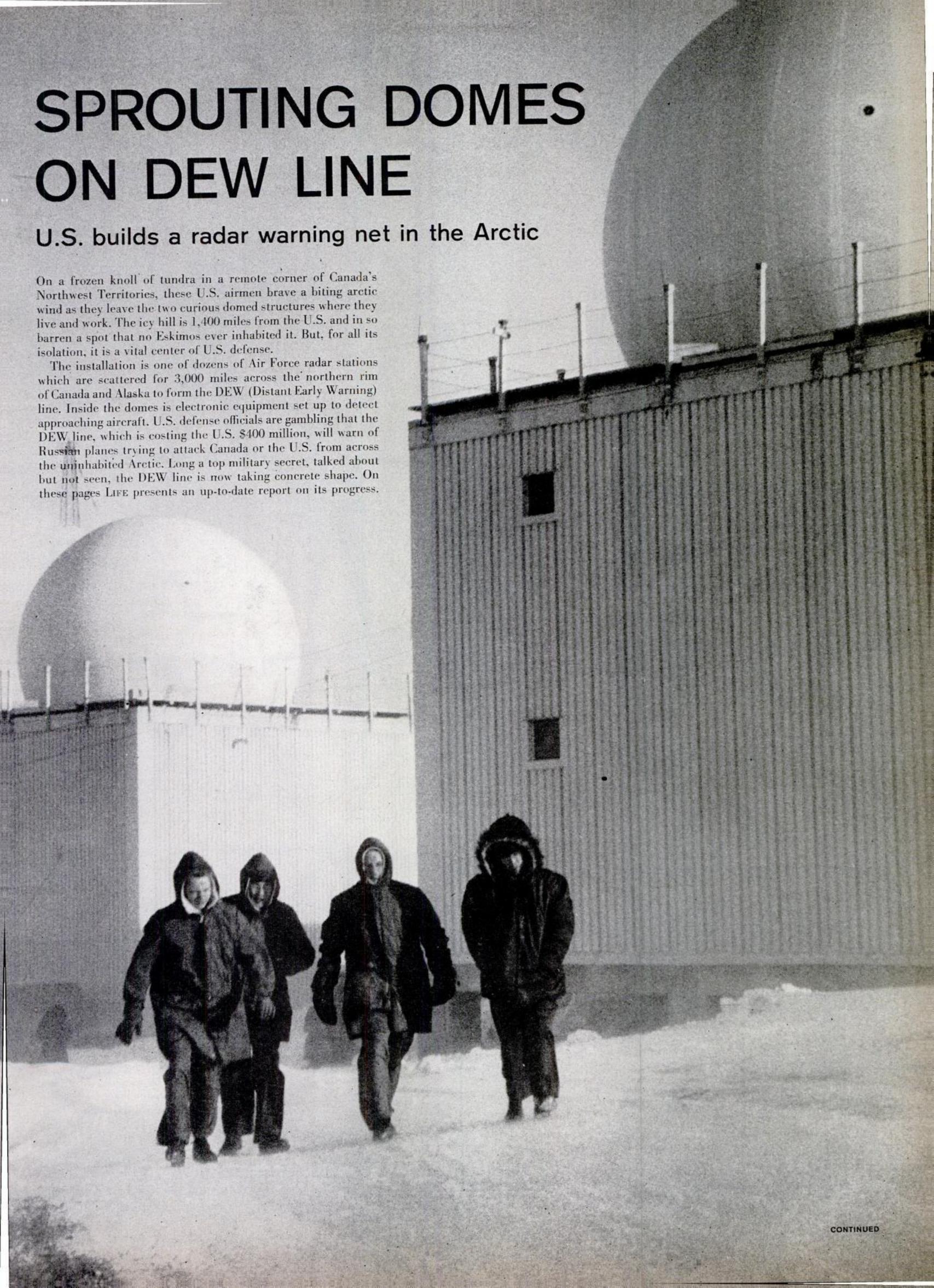
New crystal-clear "SHOWCASE" bottle lets you see what you buy—nothing is hidden.

Dark bottles hide whiskey. Clear bottles let you see it. That's why we are putting Schenley Reserve into a new crystal-clear showcase bottle—we're proud of this fine whiskey, and want you to see it.

Hold a bottle of Schenley Reserve up where the light strikes through it. It looks like a liquid jewel without a single flaw. You'll find no flaw in its fine, smooth flavor, either.

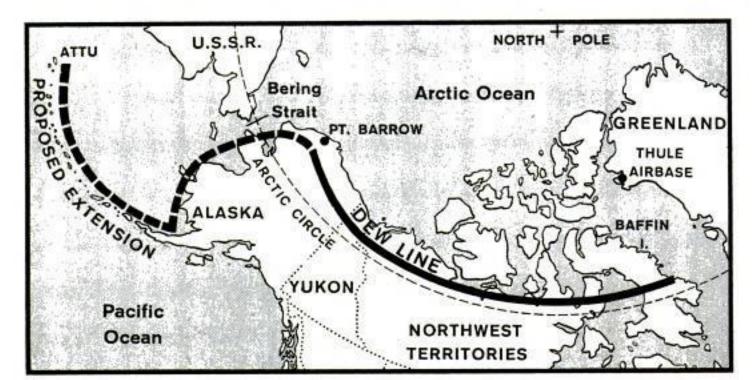


@ 1956 SCHENLEY DISTILLERS CO., N. Y. C. BLENDED WHISKEY, 86 PROOF, 65% GRAIN NEUTRAL SPIRITS





BOLTING THE DOME TOGETHER, WORKMEN STANDING ON FLANGES INSIDE ARE SILHOUETTED AGAINST COLORED PLASTIC SKIN. THE DOME, WHICH IS 40 FEET



THE LINE is mapped along with proposed \$68-million extension of the system (broken line) across Bering Sea, announced last week by Air Secretary Quarles.

### A GOLDEN DOME

The golden dome above, called a Geodesic dome by its designer, Buckminster Fuller (Life, June 8, 1953), is a key piece of equipment in putting the DEW line together. It is made of plastic, which does not interfere with the radar beams emanating from the equipment it houses, and has been molded in sections which are easily transported and fitted together at the site. Once assembled, each section supports the others, and the dome is strong enough to withstand Arctic winds up to 200 mph.

From its inception two years ago, the DEW line has proved a tremendous feat of engineering and logistics. U.S. Navy ships, which deliver the bulk of heavy equipment, can reach the beaches only during two summer months. But the job is on schedule and should be completed in another



HIGH AND 55 FEET ACROSS, WILL HOUSE THE ROTATING SEARCH MECHANISM

### TO HOUSE GEAR

two years. The line's builders are not sure it will prove an unqualified success. Like all electronic systems, it is vulnerable to jamming (though this would serve as a warning of enemy intentions in itself). It is built to cope with plane speeds of the present and near future. It would probably not detect high-flying ballistic missiles. Even if it did, the report would get back just about the time the missile landed. But the DEW line, the Defense Department believes, is the best kind of insurance possible now and would provide four to six hours' warning before a 600-mile-an-hour plane would reach U.S. industrial centers. Should Russia attack with present planes, the DEW line would warn of their approach and U.S. pilots would then take off to try, in cowboy fashion, to head them off at the pass.



TEMPORARY TOWER with its radar antenna suspended on a pulley is used to test the radar path to make sure the final installation is correctly oriented.

DOME'S FOUNDATION nears completion on shore of Arctic Ocean. Shaft in center leads to insulated prefab building units which will house the radar crew.





AT BREAKFAST in a construction camp mess hall, one Canadian worker is almost bald. He had shaved his head to make sure he would not leave for home

before he had made his stake. Workers pass their spare time with movies and hi-fi music. Drinking is prohibited for fear the men will pass out and freeze to death.



WITH PICK AND JACKHAMMER workers chip away at solid permafrost to prepare foundation for a radar tower. Dynamite will be used to finish the job.

FEARLESS FOXES, emboldened by near-starvation, scamper up to accept peanuts from John Penn, technician for Western Electric, which is building line.

### WELL-FED CREWS, HUNGRY FOXES

Already the DEW line is making changes in the Arctic. Places which have never seen a white man now rock with the songs of young Canadians who flock to the sites for the pay (\$135 for a 59-hour week) and good food. Even the Eskimo and the wild white fox have learned new habits (below).

Back at the beginning, before work could start, light planes on skis landed at the sites with a handful of men who scratched a runway out of the ice to make way for a larger plane with a small tractor as its cargo. The tractor then scraped out a larger runway to allow still a larger plane to land with yet a bigger tractor. Scientists tried to test the ice before each landing to make sure it was safe. "Sometimes, though," says a veteran pilot of the DEW line airlift, "we just went ahead and landed. If our hats didn't float afterward we knew the ice was O.K."

Local help was often hired. One old Eskimo, however, who was to chop holes in the ice so the white men could test it, quit in disgust when he realized they only wanted to study the holes and not fish through them.



ESKIMO BALLPLAYERS, who learned game from Americans in nearby radar site, use stave and rubber ball on frozen field. Their fathers work on DEW site.

#### Cook all automatically! Next to no watching!

# Big roast, 3 vegetables, dessert, ready all at once with this new General Electric automatic range



Start your color-lovely General Electric kitchen with this beautiful Speed-Cooking range in a Mix or Match color: canary yellow, turquoise green, petal pink, cadet blue, woodtone brown, satin white. A can of special matching paint is all you need to "dress up" surrounding walls and cabinets. General Electric Co., Appliance Park, Louisville 1, Ky.

#### **NEW!** Automatic Griddle

Fries, grills, makes perfect, all-alike pancakes. Dial any temperature you choose. Heat spreads evenly over griddle surface, stays put without adjustment. Lightweight griddle lifts off. It's completely washable, stores in range drawer.

#### **NEW!** Meat Thermometer

Temperature dial on backsplasher shows when meat reaches rare, medium or well-done. No wrong guessing. No opening oven door to peek. You put one end of the thermometer into the roast, the other into oven outlet.

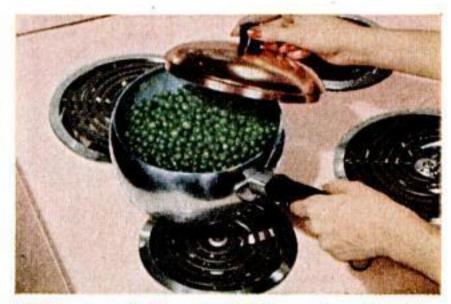
Speed-Cooking ranges . . . so safe . . . so clean . . . so dependable



- ★ Electric meat thermometer shows automatically when meat is done to your taste.
- ★ Automatic oven timer watches oven meal, turns heat on and off automatically.
- ★ Automatic unit cooks peas at just-right temperature.
- ★ Automatic heat-controlled grill goldenbrowns tomatoes.

We couldn't begin to tell you all the grand helpers you get. The oven, for instance, holds a huge meal. Its extra width and floodlighted, "starlight" grey interior make it a joy to use.

Bake and broil units are fully enclosed. They pull out for easy oven cleaning. See the automatic-cooking Stratoliner at your G-E dealer's.



Set heat and "forget it," To use the automatic Calrod® unit you set the dial just once for boiling, warming, frying. Unit comes on at Hi-heat, quickly brings food to any temperature you've set and holds it there without your hovering around. Same unit controls heat for the G-E griddle.



Lighted pushbuttons flick on at a fingertip touch. So convenient, especially when your hands are full or wet. There's a different-colored light for every heat. You can see what's cooking, at what speed, from across the kitchen.

#### Cooks Faster Than Gas!

It's new . . . it's test-proved. Every G-E range has a Speed-Cooking unit that's faster than the fastest gas burner tested. The 2600-watt G-E unit was tested in G. E. laboratories against the large burner on each of 4 leading gas stoves.

Tested in accordance with American Standard Association electric range tests, the G-E unit brought 2 quarts of water to a boil 20% faster. Also, one quart and 2 cups of water were tested; the G-E unit was faster every time.

Gas burners were tested under identical conditions with burner input of 12,000 B.T.U. per hour (large burner requirement under Gas Appliance Mfrs. Association certification standards).



Your gift to Mother...
precious Heritage

Here's the one gift that outshines them all! A complete set of Heritage... in 1847 Rogers Bros. The only silverplate pattern that has the rich, deep-sculptured design usually found only in solid silver. It's America's finest silverplate, crafted and finished with exacting care to be loved and enjoyed forever. See it in your silverware store now!

So many lovely patterns to choose from. Services for 8 start at \$59.75. No Fed. tax. Budget terms.

International sets the loveliest tables in America

1847

1847 ROGERS BROS.

America's Finest Silverplate

Made only by The International Silver Company



LANDING ON THE ICE of a lake at a Canadian DEW line construction camp, a U.S. C-124 cargo plane churns up the snow as its pilot reverses propellers for a

quick stop. The plane weighs 125,000 pounds and carries a load of 22 tons. To withstand this weight pilots like the runway ice to be at least five feet thick.



### 28 minutes to flight time...

Soon he'll be a study in concentration behind the controls of a giant airliner, winging off on the last leg of a coast-to-coast run. But right now, planning here in Flight Control, he relaxes with a tastefully mild Dutch Masters Cigar.

Dutch Masters' superb taste and aroma bring on an "all's well" feeling of sheer satisfaction and contentment . . . any time! Try the magnificent Corona de Luxe at 3 for 50c. Other shapes more moderately priced.

Mild yes... tastefully mild Dutch Masters

Dutch Masters

Dutch Masters

Dutch Masters



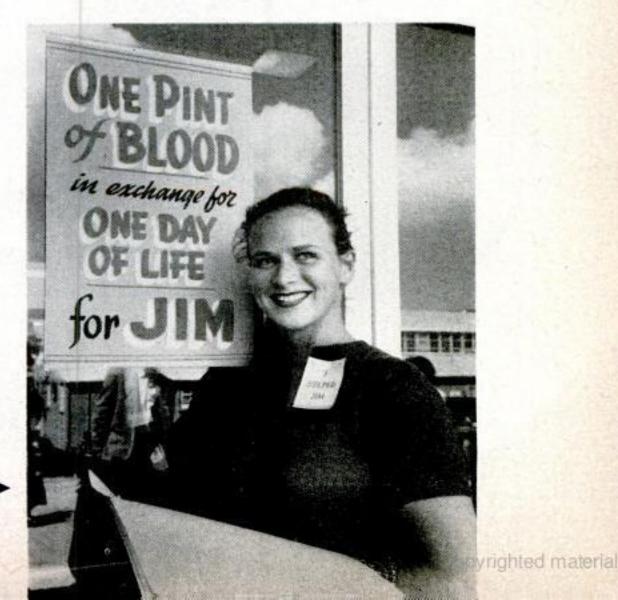
HEMOPHILIAC JIM GARNER LOOKS OVER 366 PLASMA BOTTLES, REPRESENTING THE NUMBER OF DAILY TRANSFUSIONS HE RECEIVED DURING THE PAST YEAR

# DAILY GIFT OF LIFE

#### Student blood donors keep hemophiliac in school

Every day the plasma from a pint of blood has to be given to Jim Garner, a 27-year-old senior at San Francisco State College who has a lifetime total of 1,400 transfusions. A hemophiliac, Jim has blood that will not clot well since it has too little antihemophilic globulin.

Until he was 24, Jim's life was a series of internal bleeding spells which caused his joints to stiffen and kept him bedridden half of the time. Then, in 1953, Dr. T. H. Spaet tried giving him plasma daily, since it contains the globulin he needs. To help him "pay" for the plasma fellow college students donated 500 pints to the blood bank. Last month, in a final campaign, they gave 271 pints more—enough to see Jim the rest of the way through school.



# IF YOU'VE NEVER HAD A PIN-CURL PERMANENT

... here's why you ought to try

# PIN-IT



JUST SIMPLE PIN CURLS
YOU CAN DO YOURSELF!

A Pin-It permanent is almost as easy as putting your hair up at night! You need no hard curlers. Just put your hair up in pin curls and apply Pin-It's Waving Lotion. Later, rinse and let your hair dry naturally.



PLEASANTEST LOTION POSSIBLE TODAY!

Pin-It is wonderfully different! You can tell the minute you open the bottle. It contains absolutely no ammonia! And Pin-It's exclusive Waving Lotion is easy on your hair, so you can use it more often.



A PERMANENT AND A SET IN ONE STEP!

Pin-It is self-neutralizing, eliminates messy dabbing, dripping with a separate neutralizer! And with Pin-It, there's no resetting needed! When you brush out your permanent, it's all set in the style you want!



SO SOFT AND LOVELY RIGHT FROM THE START!

Pin-It is especially designed for today's look in hair styles. It's soft as a pin-curl set, never tight or kinky. For a wave that's soft and lovely from the very first day, and lasts weeks and weeks, try Pin-It!



#### DAILY GIFT OF LIFE CONTINUED



HANDS FOR JIM go up in music class during blood drive when students are asked how many will give a pint of blood. Jim is rising to thank them.



LINE OF DONORS waits to give pints of blood while Jim sits with his wife Evelyn and their 11-month-old son John, whose blood is completely normal.



DOSE FOR THE DAY is given by Mrs. Garner, a trained lab technician. She met Jim while working for Dr. Spaet, who began Jim's successful treatment.



IN SITUATIONS LIKE THIS:

# Only nylon cord tires can give you utmost safety—*surest protection* against tire trouble

For some kinds of driving, ordinary cord tires will meet your needs. But there are too many times when you can't afford to risk tire trouble or ignore tire safety—when you need tires that assure greatest dependability. These are the times you'll be glad you're riding on tires with nylon cords.

You'll find nylon cord tires cost very little extra give you and your family priceless extra protection. See your tire dealer. He'll gladly explain the advantages of nylon cord tires.

THE FOUR THINGS A TIRE CORD MUST DO...NYLON DOES BEST! Nylon gives superior resistance to bruise damage, moisture, heat and flex fatigue.

Nylon makes possible a far stronger tire cord than conventional yarns — provides greater safety and durability. Today almost every military and commercial aircraft lands on nylon cord tires; billions of miles of truck-tire use have proved nylon's superiority.

Du Pont produces the nylon fiber.

Tire manufacturers make nylon cord tires
—in tubeless or conventional types.



BETTER THINGS FOR BETTER LIVING...THROUGH CHEMISTRY

Watch "Du Pont Cavalcade Theater" on Television

## SIX BIG DAYS TO SAVE! MONDAY . TUESDAY . WEDNESDAY

### FAMILY REMEDIES

REXALL ASPIRIN. 36, reg. 27¢, now 2 for 28¢ REXALL CHILDREN'S ASPIRIN. Flavored 1-gr. tablets. 50, regularly 35¢, now....2 for 36¢ REXALL MILK OF MAGNESIA. Pt. 47¢, 2 for 48¢ REXALL FUNGI-REX FOR ATHLETE'S FOOT. Greaseless cream, 11/2-oz. tube, 75¢, 2 for 76¢ REXALL FUNGI-REX, Aerosol. 4 oz., 2 for \$1.60 REXALL PETROFOL MINERAL OIL. Non-habit forming laxative. Pint, reg. 59¢.....2 for 60¢ REXALL REX-SALVINE FOR BURNS. 5-oz. pushbutton Aerosol, regularly \$1.39...2 for \$1.40 REXALL REX-RUB FOR MUSCULAR ACHES. Big 6-oz. bottle, regularly 89¢, now 2 for 90¢ REXALL ANTACID GAS TABLETS neutralize excess stomach acidity. 40, now.....2 for 40¢ REXALL COLD SORE LOTION. 1/4 oz., 2 for 30¢ REXALL CHERRY BARK COUGH SYRUP. Big 1/2pint bottle, regularly 89¢, now....2 for 90¢ REXALL COLD TABLETS, Special. Combine 6 proven ingredients. 30, regularly 39¢, 2 for 40¢ REXALL AQUEOUS NOSE DROPS. Quickly relieve "stuffed-up head." 1 ounce....2 for 50¢ REXALL ANALGESIC BALM quickly relieves minor muscular aches. 1 ounce....2 for 66¢ REXALL WITCH HAZEL. Pint, 57¢....2 for 58¢ REXALL IODINE. 1 ounce, 33¢.....2 for 34¢ REXALL CALAMINE LOTION. 4 oz., 2 for 36¢ REXALL CHLOROPHYLL MOUTHWASH sweet-



- □ REXALL CASCARA SAGRADA EXTRACT tablets. 5 grain, 100, regularly 95¢....2 for 96¢ □ REXALL TOOTHACHE DROPS. 35¢, 2 for 36¢
- □ REXALL MENTHOLATED WHITE PINE AND TAR COUGH SYRUP. ½ pt., reg. 79¢, 2 for 80¢
  □ REXALL GLYCERIN. 3 ounce, 67¢...2 for 68¢

### BUYS FOR BABIES





2 by 2 inches. Regularly 23¢, now...2 for 24¢

REXALL DRUG PRODUCTS ARE GUARANTEED TO GIVE SATISFACTION OR YOUR MONEY BACK

larly \$1.50. Save by buying several, 2 for \$1.51

## THURSDAY · FRIDAY · SATURDAY · APRIL 30TH THROUGH MAY 5TH

## EVERY ITEM IN THIS SALE IS REGULAR, **GUARANTEED MERCHANDISE**

Use this ad as your shopping list and order in advance if you wish. Then pick up your order during the sale.

## Rexall READY-SHAVE Cream Reg. \$1.00 Reg. \$1.00

MEN'S & LADIES' PLASTIC SUNGLASSES. Choice of 8 styles, with green or smoked lenses. MEN'S AVIATOR SUNGLASSES have golden metal frames. Regularly \$1.00, now..... 2 for \$1.01 CHILDREN'S SUNGLASSES. Reg. 29¢...2 for 30¢

REXALL "READY SHAVE" gives creamy, whiskerwilting lather at the touch of a button. Each 10-oz. Aerosol lasts for months.

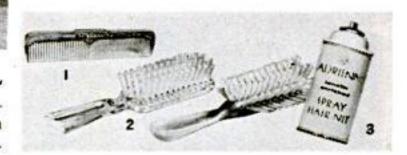
### SHAVING NEEDS



□ 1. KLENZO LATHER BRUSH...... 2 for \$1.01 2. REXALL SHAVING LOTION. Spicy, masculine fragrance. 6 oz., regularly 59¢, now 2 for 60¢

- 3. REXALL MENTHOLATED SHAVE CREAM. Choose lather or brushless. 59¢....2 for 60¢ REXALL SHAVE CREAM. Choose 234-oz. regu-
- lar or 21/2-ounce brushless, 43¢.....2 for 44¢ LAVENDER AFTER-SHAVE LOTION. Pleasant, brisk fragrance. 4 oz., regularly \$1, 2 for \$1.01
- ☐ REXALL BAY RUM. Pint, 59¢...... 2 for 60¢ PERMEDGE RAZOR BLADES. 20 double or 18
- single edge. Regular 49¢ packs....2 for 50¢ LAVENDER AERATED SHAVE CREAM. Regular or mentholated. 10-oz. Aerosol. \$1, 2 for \$1.01

### FOR HAIR CARE



☐ 1. COMBS in every size and style. Now, 2 for 114, 2 for 204, 2 for 264...... 2 for 304

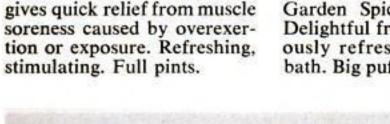
REXALL SHAMPOO for the whole family. Big 5-oz. bottle, regularly 59¢, now....2 for 60¢

### FOR WOMEN

- 2. KLENZO HAIR BRUSHES, half-round, professional, club styles. \$1, now.....2 for \$1.01
- 3. ADRIENNE SPRAY HAIR NET contains lanolin. Big 11-ounce Aerosol, now....2 for \$2.01 "SATIN BRITE" PROFESSIONAL HAIR BRUSH.
- Nylon bristles in colorful back . . . . 2 for \$2.01 HELEN CORNELL CREAM SHAMPOO. 4-oz. igr of cream or 8-oz. bottle of liquid, each regularly 98¢, now your choice at..... 2 for 99¢
- HELEN CORNELL HAIR RINSE. 1/2 pt., 2 for 99¢ HELEN CORNELL ALL PURPOSE HAIR SET. 35 rubber-tipped black or bronze bobby pins with 5 aluminum curl clips. Now...... 2 for 265
- ☐ HELEN CORNELL HAIR BANDEAU keeps hair in place after shampooing. 39¢....2 for 40¢ ☐ HELEN CORNELL HAIR NETS. Regular or bob
- HELEN CORNELL WAVE NETS.....2 for 11¢
- PEROXIDE OF HYDROGEN. 6%, 4 oz., 2 for 22¢

### FOR MEN

- REXALL ANTISEPTIC HAIR TONIC. Helps control dandruff. 5 oz., reg. 69¢, now 2 for 70¢ LAVENDER MEN'S HAIR PRODUCTS. Your
- choice 6-oz. Hair Tonic, Cream Hair Tonic, Hair Oil or Shampoo. Each, reg. \$1.00, 2 for \$1.01 REXALL CREAM HAIR TONIC contains landlin
- to replace natural oils. Keeps hair neat without "greasy" look. 5 oz., now.....2 for 70¢ size envelopes. . 2 for 11¢ REXALL HAIR OIL. 5 oz., 49¢, now 2 for 50¢



☐ ILASOL HAND LOTION, ½ pt., 89¢, 2 for 90¢

DEODORANTS

6. DAINTY DEODORANT CREAM, 49¢, 2 for 50¢

DAINTY MIST DEODORANT, 75¢, 2 for 76¢

DAINTY DEODORANT STICK, \$1, 2 for \$1.01

DAINTY DEODORANT COLOGNE, 2 for \$1.01

☐ DAINTY DEODORANT POWDER, 60¢, 2 for 61¢

☐ ADRIENNE DEODORANT LOTION, 2 for \$1.01

BATH POWDERS. Adrienne. Garden Spice or Lavender. Delightful fragrances; luxuriously refreshing after your bath. Big puff in each box.

Reg. \$1.50

DUSTIN

REXALL PANOVITE MULTI-VITAMINS. One daily supplies more than your minimum of A, D, B<sub>1</sub>, B<sub>2</sub> and C, plus B<sub>6</sub>. Bottles of 100. REXALL PANOVITE WITH MINERALS. Same formula, plus 11 minerals. 100, 2 for \$4.96

Reg. \$3.10

Rexall

VITAMIN CAPSULES

IMPROVED FORMULA

THECTIONS One capsule daily as a

dietary supplement for

adults and children. Therapeutic dosage as

the physician directs.

ADI INTENDED FOR INTANTE

REXALL DRUG COMPANY

COMMERCIAL ENVELOPES. Cello-pack of 30 white envelopes; 35/8 by 61/2-in. PACKAGE OF 12, same

Reg. 25¢





8 885

RUBBING

ALCOHOL

COMPOUND

CONTAINS 78% ASSOCIOTS

OR PROPERTY SUPPRISON CHAPTERS WHEN APPLIED SEPRENALLY

THE 25 MONTH PRINCIPLE TO BEE AND PART OF THE STREET,

ANTA CHE THE BAIR - USE FULL STREAMEN DE DIQUTE WITH MATER.

DOES NOT IRRITATE THE SKIN

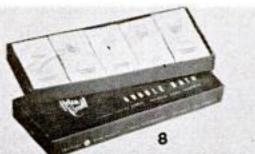
IF TAKEN INTERNALLY SERIOUS GAS TRIC DISTURBANCES WILL RESULT

Reg. 69¢

REXALL RUBBING ALCOHOL



Carden















DRUG STORES

☐ 5. REXALL THEATRICAL CLEANSING OR COLD LAVENDER DEODORANTS. Stick, 21/2 oz., or Cologne, 4 oz. Regularly \$1.00 ea., 2 for \$1.01 CREAM. Full lb., reg. \$1.25 each, 2 for \$1.26 LAVENDER DEODORANT TALCUM with Hexa-ADRIENNE HAND CREAM, 41/4 oz., 2 for \$1.01 chlorophene, 31/8 oz., regularly 60¢, 2 for 61¢ MASCAL'S HAND LOTION, pt., \$1, 2 for \$1.01

> REXALL ANTISEPTIC DEODORANT TALC, big 9-oz. can, regularly 59¢, now.....2 for 60¢ "8480" TALCUM, full pound can...2 for 76¢

7. ADRIENNE SOAPS with lanolin. Rose Geranium, Sequoia Pine or Dry Skin soap. Each box of 4 cakes, regularly \$1.39.....2 for \$1.40 8. HELEN CORNELL BUBBLE BATH, box of 20

SOAPS AND COLOGNES

Exotic Essence. \$1.25 each, now..2 for \$1.26 LAVENDER SOAP WITH LANOLIN. 4 cakes of complexion-softening lanolin soap with delicate lavender fragrance, in a lovely lavender gift box. Regularly \$1.39, now...2 for \$1.40 COLOGNE STICKS. Your choice of Lavender or Woodsy. Regularly \$1.25 each. Stock up new

three popular fragrances: Woodsy, Floral or

ADRIENNE GARDEN SPICE COLOGNE. This enticing fragrance is a popular favorite. 4-ounce bottle, regularly \$1.50, now.....2 for \$1.51

YOU CAN DEPEND ON ANY DRUG PRODUCT THAT BEARS THE NAME REXALL

packets, regularly \$1.00..........2 for \$1.01

## SIX BIG DAYS TO SAVE! MONDAY TUESDAY WEDNESDAY



### IMPORTANT NOTE:

The items in this ad are regular, guaranteed Rexall merchandise. Only increased volume lets your Rexall Druggist offer these big savings.



VITAMIN VALUES



AT REXALL

DRUG STORES EVERYWHERE

□ 1. REXALL V-10 MULTI-VITAMIN TONIC. Excellent appetite stimulant. Supplies 5 times M.D.A.R.\* of iron, twice M.D.A.R. of vitamin B<sub>1</sub>, and M.D.A.R. of vitamins A, D, and B<sub>2</sub>, taken as directed. Pint \$1.98....2 for \$1.99

2. REXALL MINERALIZED B COMPLEX with red crystalline B<sub>12</sub>, liver, iron and vitamin C. Combines 9 important B vitamins and iron with 11 valuable minerals including iodine. Bottle of 100, regularly \$5.95, now.....2 for \$5.96 3. REXALL POLYMULSION for infants and chil-

dren. Contains vitamins A, C, D, B<sub>1</sub> and B<sub>2</sub>. Mixes easily with baby's formula; is pleasantly flavored. 4-oz. bottle, regularly \$1.15, now 2 for \$1.16; Pint, regularly \$3.59, 2 for \$3.60

REXALL BREWER'S YEAST TABLETS provide B<sub>1</sub> and B2 at low cost. 250, 98¢, now . . . 2 for 99¢

REXALL A & D TABLETS. Each contains 11/4 times M.D.A.R.\* of Vitamins A and D. Bottles of 100 easy-to-take tablets, \$1.19..2 for \$1.20

REXALL ABDG CAPSULES. Two a day supply 11/4 times M.D.A.R.\* of vitamin A, twice M.D.A.R. of vitamin D, M.D.A.R. of vitamins B<sub>1</sub> and B<sub>2</sub>, plus 10 mg. of niacinamide. 100 capsules, regularly \$1.59, now...2 for \$1.60 \*M.D.A.R.: Minimum Daily Adult Requirement

DON'T MISS THESE SIX BIG 1¢ SALE BARGAINS! ELITE LINEN BOXED STATIONERY 50 sheets or 50 matching envelopes... 2 FOR 90¢

HELEN CORNELL BOBBY PINS Cards of 24 regular or 18 2 FOR 11¢

REXALL COD LIVER OIL Teaspoonful daily supplies 15 times 2 FOR \$1.50 SACCHARIN Rexall 1000's: 1 grain, 2 for \$1.50; ½ grain, 2 for \$1.27; ¼ grain, 2 for \$36¢ 2 for \$1.09. 100's: 1 grain, 2 for 56¢; ½ grain, 2 for 46¢; ¼ grain,

REXALL 3-WIDTH ADHESIVE TAPE All three widths on 2 FOR 60¢

CURLING RIBBON 14 colors to choose from! You get 72-ft. rolls of reg. 2 FOR 26¢

## STATIONERY SAVINGS AND FAMILY NEEDS





Pack of two 20" x 30" sheets, 15¢...2 for 16¢ 2. FINE QUALITY WRITING PAPERS, beautifully boxed. 2 styles, reg. \$1.50 each. . 2 for \$1.51

3. CHERRY PINK NOTES. 20 smartly styled parchment notes, and env. \$1.00..2 for \$1.01 \$1.00 STATIONERY. Choice of 5 styles, attractively packaged. Now........ 2 for \$1.01

ROYALTON WRITING PAPER. 20 single white sheets and 20 envelopes. Reg. 85¢, 2 for 86¢ SPEEDLINES, AIR MAIL. 80 white sheets, 30 envelopes and airmail stickers.... 2 for \$1.01

NOTE PAPERS. Golden Pine or Slim Jane Tall Notes with envelopes. \$1.00 boxes, 2 for \$1.01 NOVEL NOTES. Choice of Tall Style or French Fold. Regularly 60¢ each, now....2 for 61¢

ALL-OCCASION NOTES. 50¢.....2 for 51¢ ☐ AIRMAIL TABLET. 6" x 10", 25¢....2 for 26¢ COMMERCIAL ENVELOPES. White, large No. 10 size, regular 15¢ packs, now....2 for 16¢ ■ BELMONT TYPEWRITER TABLET, bond, 2 for 40¢

□ LEAD PENCILS, reg. 5¢. Stock up at 2 for 6¢ RUBBER BANDS. Regular 25¢ pack, 2 for 26¢ SPARKLE GLO ENSEMBLE. Big 20"x30" glitter sheet and gift card. Regularly 25¢, 2 for 26¢ ☐ ALUMINUM FOIL. Big roll, 50¢....2 for 51¢

■ DE LUXE GIFT WRAP PAPER, 3-sheet, 2 for 26¢ DE LUXE RIBBON, %" x 15 ft. roll...2 for 26¢

or letter-size tablets; or pack of 25 matching envelopes, regularly 25¢ each.....2 for 26¢ 5. JUMBO TABLET. For pencil or ball pen. 8" x 10" ruled scratch pad. Reg. 39¢, 2 for 40¢ 6. DUO-COLOR BALLPOINT PENS. Top button action; non-smear blue ink. \$1....2 for \$1.01 "ALL-IN-ONE" BALL PEN REFILL. Fits all leading brands. Blue, black, or red ink, 2 for 50° ☐ ELKAYS AEROSOL AIR REFRESHER. Just a press of the button clears the air. 5 oz. . . 2 for 99¢

REXALL NO. 6 PINE OIL DISINFECTANT, pint bottle, regularly \$1.19, now.....2 for \$1.20 ☐ ELKAYS NON-DDT INSECT KILLER. New "quickkill" formula. Pint, regularly 69¢...2 for 70¢ MITTENETTES. Crepe rubber. 2 pairs.....60¢ MONREALE OLIVE OIL. 12 ounces, 2 for \$1.20

"8480" EMERY BOARDS. Pack of 10..2 for 16¢ □ "8480" NAIL FILE, 5". Regularly 25¢, 2 for 26¢ □ "8480" NAIL CLIPPER. Reg. 49¢....2 for 50¢ □ "8480" TWEEZERS, 3". Reg. 25¢....2 for 26¢ □ POCKET COMB AND FILE SET, 29¢, 2 for 30¢

☐ HAND SCRUB BRUSH. Reg. 50¢....2 for 51¢ NYLON BATH BRUSH. Reg. \$2.00 . . 2 for \$2.01 MEN'S WHITE HANDKERCHIEFS.... 2 for 265

SPONGE RUBBER BALL. Reg. 25€...2 for 26€ ■ NYLON WATCH BAND. Reg. 98¢....2 for 99¢ METAL EXPANSION WATCH BAND. 2 for \$1.51

7. ELKAYS WICKSTYLE HOUSEHOLD DEODOR-ANT. Pleasant-scented. 6 ounces.... 2 for 60¢ ☐ 8. ELKAYS AEROSOL MOTHPROOFER. Protects your woolens. 12 oz., reg. \$1.95...2 for \$1.96

9. VICTORIA HOT WATER BOTTLE. Red rubber, holds two full quarts. \$2.89.....2 for \$2.90 ☐ VICTORIA 2-HEAT HOT WATER BOTTLE. Holds two quarts. Regularly \$3.39, now 2 for \$3.40 VICTORIA SYRINGES. Made of red rubber. 2-

quart fountain, regularly \$3.19, 2 for \$3.20 or combination, reg. \$3.79, now 2 for \$3.80 SPORTSMAN PIPES. Reg. \$1.00....2 for \$1.01 UTILITY ALL-PURPOSE HANGER, now 2 for 70€ PLASTIC BILLFOLDS. Reg. \$1.00, 2 for \$1.01

SHOE LACES, Trimtie, 27", 2 pairs for 6¢; metaltipped, regularly 10¢, now......2 for 71¢ SWIM KAP, 2 for \$1.20; child's.... 2 for 66¢ □ PLASTIC SHOWER CAP. Reg. 29¢...2 for 30¢ KLENZO "CELLULITE" SPONGE, 35¢, 2 for 36¢

☐ FLASHLIGHT, 2-cell. Regularly 89¢, 2 for □0¢ CHROMED LIGHTER, \$1.98, now. . . 2 for \$1.99 REGENS LIGHTER FLINTS.... 2 packs for 11¢ SAFETY PINS. 10¢ bunches, now....2 for 11¢

REXALL DENTAL FLOSS, 30 yards...2 for 26¢ ☐ KLENZO DENTAL PLATE BRUSH....2 for 60¢ REXALL DENTURE ADHESIVE PDR., 2 for 61¢

REXALL DENTAL PLATE CLEANER, 4 oz., 2 for 61¢; 7½-oz. self-acting type, now...2 for 70¢ KLENZO CHILD'S TOOTHBRUSH.... 2 for 26¢

MEDICAL EDUCATION KEEPS AMERICA HEALTHY—SALUTE YOUR MEDICAL SCHOOLS APRIL 22-28

EVERYDAY RIBBON HANKS. 36"....2 for 11¢

## THURSDAY · FRIDAY · SATURDAY · APRIL 30TH THROUGH MAY 5TH

THE PERSON NAMED IN COLUMN TWO IS NOT THE OWNER.

## AND MEDICINE CHEST SAVINGS























4. REXALL BEEF, WINE AND IRON TONIC. Appetite stimulant, Tends to increase red blood cells in simple anemia. Pint, \$1.50, 2 for \$1.51 5. REXALL EYELO EYEWASH soothes, cools and cleanses irritated eyes. 1/2 pint bottle with unbreakable eyecup, 69¢, now.....2 for 70¢ 6. REXALL REX-SALVINE FOR BURNS. Relieves pain. 11/2 ounce, regularly 57¢, now 2 for 58¢ REXALL DICALCIUM PHOSPHATE CAPSULES. Supplement diets lacking in calcium, phosphorus and vitamin D. Excellent for expectant and nursing mothers. Just 3 daily supply twice M.D.A.R.\* of vitamin D2, 1/3 M.D.A.R. of calcium and 1/5 M.D.A.R. of phosphorus. Bottle of 100 

REXALL PERCOCOD TABLETS ("Vitamin Candy") for children too old for liquid vitamins and too young for capsules. Two easy-to-swallow tablets daily supply more vitamins A and D than a teaspoonful of cod liver oil. Bottle of 110, regularly 98¢, now......2 for 99¢ REXALL ALPHACAPS treat vitamin A deficiency. 25,000 U.S.P. unit strength supplies 61/4 times M.D.A.R.\* of vitamin A. Bottle of 100 capsules, regularly \$4.00, now...2 for \$4.01;

50,000 U.S.P. strength (121/2 times M.D.A.R.),

bottle of 100, reg. \$7.95, now....2 for \$7.96

7. REXALL GYPSY CREAM FOR IRRITATED SKIN. Greaseless, stainless. 1/2 pt., reg. 69¢, 2 for 70¢

■ 8. REXALL FOOT POWDER relieves tired, tender, burning feet. 4 ounce, 39¢, 2 for 40¢ 9. REXALL GLYCERIN SUPPOSITORIES. Adult's size. Jar of 12, reg. 43¢, now.....2 for 44¢ REXALL POLYDROPS. Drop-dose multi-vitamins that mix easily with baby's formula. Vitamins

A, D<sub>3</sub>, B<sub>1</sub>, B<sub>2</sub>, B<sub>6</sub>, C, nicotinamide and sodium pantothenate. 30 cc, reg., \$2.09, 2 for \$2.10 REXALL THIAMINE HYDROCHLORIDE TABLETS (B<sub>1</sub>). 50 mg. 100, reg. \$4.59, now 2 for \$4.60 100 mg. 100, regularly \$7.98, now 2 for \$7.99

REXALL VITAMIN B12 TABLETS. Bottle of 100 5 mcg. tablets, regularly \$1.20....2 for \$1.21 REXALL FORTIFIED VITAMIN B COMPLEX. Bottle of 100 capsules, reg. \$2.59, 2 for \$2.60

REXALL IRON, LIVER & BONE MARROW COMP. 1/2 pint bottle, reg. \$1.39, now....2 for \$1.40 REXALL POLYCAPS. One provides the daily minimum of vitamins A, D, B1, B2, niacinamide and C-all the vitamins ordinarily essential for children to age 12. 72, \$1.98, 2 for \$1.99 REXALL YEAST & IRON TABLETS. Supply 7 times M.D.A.R.\* of iron, plus valuable amounts

of B1 and B2, taken as directed. Bottle of 100

tablets, regularly 89¢, now......2 for 90¢

10. REXALL ANTIHISTAMINE COLD TABLETS. Give quick relief. 15, regularly 49¢, 2 for 50¢ ☐ 11. REXALL ASPIREX COUGH DROPS contain aspirin to relieve pain of minor sore throat, coughs due to colds. 15¢ boxes, now 2 for 16¢ REXALL WHITE LINIMENT for muscular aches, 4 ounces, regularly 39¢, now...... 2 for 40¢ REXALL BORIC ACID SOLUTION for eye and skin irritations. 4 oz., 25¢, now.....2 for 26¢ REXALL FLUID EXTRACT CASCARA Aromatic. Laxative. 4 oz., regularly 89¢, now 2 for 90¢ chapped skin. 4 oz., reg. 47¢, now 2 for 48¢ skin. 3 oz., regularly 57¢, now..... 2 for 58¢ REXALL SODA MINT TABLETS soothe acid-up-REXALL THERAMINS. High potency multideficiencies. One daily supplies 61/4 times M.D.

REXALL GLYCERIN AND ROSE WATER. Softens REXALL LANOLIN soothes tender, chapped set stomach. 140, regularly 35¢, now 2 for 36¢ vitamins intended to correct definite vitamin A.R.\* of vitamin A, 21/2 times of D, 10 times of B<sub>1</sub>, 2½ times of B<sub>2</sub>, and 5 times of C, plus niacinamide. 50, reg. \$4.75.....2 for \$4.76 REXALL ASCORBIC ACID TABLETS. 100 mg. supplies 31/2 M.D.A.R.\* of vitamin C. 250 mg. supply 81/3 times M.D.A.R. Bottles of 100: 100 mg., regularly \$1.98, now......2 for \$1.99;

250 mg., regularly \$4.09, now....2 for \$4.10

12. REXALL MOTION SICKNESS TABLETS, Pack ☐ 13. REXALL SKIN ANTISEPTIC FOR CUTS. Improved formula. First aid for minor cuts and scratches. 1 oz., reg. 33¢, now...... 2 for 34¢ ☐ 14. REXALL REXILLANA COUGH SYRUP. Relieves pain, soothes dryness and tickling of coughs due to colds. Safe, pleasant and effec-REXALL BORIC ACID powder or crystals. 4 oz., REXALL TINCTURE OF GREEN SOAP. An excellent soap, shampoo. 1/2 pint, 69¢, 2 for 70¢ REXALL THERMODEX SALT TABLETS replace salt lost in perspiration, help prevent heat prostration. 100, regularly 49¢....2 for 50¢ REXALL GAUZE BANDAGE, 10-yard roll of 2inch bandage. Regularly 27¢, now 2 for 28¢ REXALL INSECT REPELLENT, 2-oz. lotion, 2 for 60°; 5-oz. Aerosol, \$1.19......2 for \$1.20 REXALL LIP AID SALVE. 1/4 ounce, 39¢, 2 for 40¢ REXALL LITTLE PILLS relieve temporary or occasional constipation. 100, 45¢.....2 for 46¢ REXALL CASTOR OIL, relieves occasional constipation in children. 3 oz., 45¢.....2 for 46¢ REXALL SPIRITS OF AMMONIA. Quick first aid for fainting. 1 oz., regularly 25¢, 2 for 26¢

REXALL SPIRITS OF CAMPHOR, 1 oz., 2 for 36¢

## SUPER-SPECIALS! Not 1¢ Sale Items But Values Too Good To Miss!



1. CANDY KISSES BY MARY ALISS. 2-lb. cellophane bag, now a real buy at only.....69¢ 2. BATH SCALES. New flat style — only 21/4" high. Have magnified, easy-to-read dials. White, pink, blue or green. \$6.49 value, \$4.19 3. TROPICAL MIX BY MARY ALISS. 11/2-16. assortment of fruit-filled hard candies and

toffee. Regular \$1.49 value, now only....995 4. REXALL pH7 TOOTHPASTE. Choose anti-enzyme or chlorophyll. 47¢ value....3 for 89¢ \$50,000 CHOCOLATE SYRUP. Fine for home-

made sundaes, etc. 7-oz. cans.....2 for 295 LOLLIPOPS. Choose from clusters of 6, 10¢ values, now 2 for 125; or big boxes of 20, regular 39¢ values, now just.....2 for 59¢

McGARRY'S BUTTER TOFFEE TOAST-O-NUTS. 1-lb. box, a regular 69¢ value....2 for \$1.15

McGARRY'S BRIT-L-NUT. 1-lb. box of peanut brittle, a regular 59¢ value, now....2 for 96¢ CHOCOLATE COVERED PATTIES. With peppermint, cocoanut, or butterscotch cream centers.

Each box a 49¢ value, now only.... 2 for 76¢ MINIATURE MILK CHOCOLATES. Asstd. 1/2-lb. boxes, regular 49¢ values, now..... 2 for 89¢

REXALL MILK OF MAGNESIA TABLETS to relieve minor stomach upsets and ordinary constipation. Pocket-size tin of 36, 30¢ val., 2 for 31¢ REXALL BORIC ACID OINTMENT for cuts, burns. 1 oz., 2 for 32f; 2-oz. tubes...... 2 for 46f

5. ELKAYS INSECT KILLER. Improved formula. Big 16-oz. Aerosol, \$1.59 value, now only 99¢ 6. CAPE COD PICNIC JUG. Big 1/2-gal. size, keeps liquids hot or cold for hours. Only \$1.49

7. WESTINGHOUSE PH/5 FLASH BULBS. Popular midget size that fits most cameras. Sleeve of 12, reg. \$1.44 value, now only......995 8. ELECTRIC CLOCKS. Your choice of kitchen or

alarm. U.L. Approved. \$3.98 values....\$2.79 REXALL EPSOM SALT. Pound, now. . . 2 for 46¢ REXALL AGA-REX LAXATIVE. Pt., 2 for \$1.11

REXALL CAMPHORATED OIL, chest and body rub. 4 oz., 59¢ value, now.................................. for 60°€ REXALL CARICA BILE TABLETS, digestant and laxative. 100, \$1.17 value, now...2 for \$1.18

REXALL ZINC OXIDE OINTMENT helps promote healing of irritated skin. 1 oz., 2 for 30¢ REXALL REX-SELTZER tablets relieve acid upset stomach and headache. Effervescent, anal-

gesic and antacid. 25, now...... 2 for 595 REXALL ANTISEPTIC BABY OIL or lotion, 6 oz.; or lanolated cream, 2 oz., now.....2 for 58¢ REXALL ANTISEPTIC BABY LOTION. In 4-oz.

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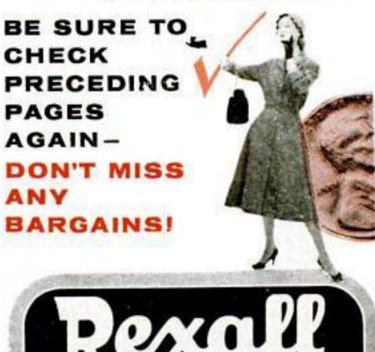
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## THE END OF A DARK AGE

## Liquidation of Stalinism at Reds' 20th Congress, says famous authority, means

At the 20th Congress of the Communist party two months ago Nikita Khrushchev electrified the world by denouncing the Communist demigod Stalin. Stalin, he declared, was not an allwise patriot but a mad criminal who ruled by terror; many of those who perished in his purges were patriotic Communists whose reputations were to be posthumously rehabilitated. Since then the free world has been debating the reason for this tremendous Communist reversal and its significance. In this article the meaning of the new line is interpreted by Whittaker Chambers, one time underground functionary of the party in the U.S., who unmasked Alger Hiss as a Communist agent and wrote Witness, one of the most eloquent autobiographies of our time.

HERE are two stories about the 20th Congress of the Soviet Communist party. One is about what is happening now, at this moment, throughout international Communism and within the Communist empire (including the dissolution last week of the Cominform). The other is about the political meaning of those events for the West. The first is the latest act of a bloody tragedy that has not its like in history. The second has momentous meanings for us all. Together they spell peril for the West. But the peril is blurred because the political meanings of the second story are in danger of becoming lost in the sensational developments of the first.

The first is the story of the "reverse purge"—the posthumous liquidation of Stalin and Stalinism—proclaimed at the 20th Congress. Purge, liquidation, Stalinism, Communism, party—these are mere words. There is no language that can utter the agony which those words stand for but cannot wholly convey. But there is a scene in Moussorgsky's opera, Boris Godunov, where music that is scarcely any longer music, and sound that is incoherent, mindless anguish, do reach the mind and soul with what is otherwise incommunicable. It is the scene in which the idiot cries out against injustice. His throat utters those animal sounds that have not their like in tragedy:

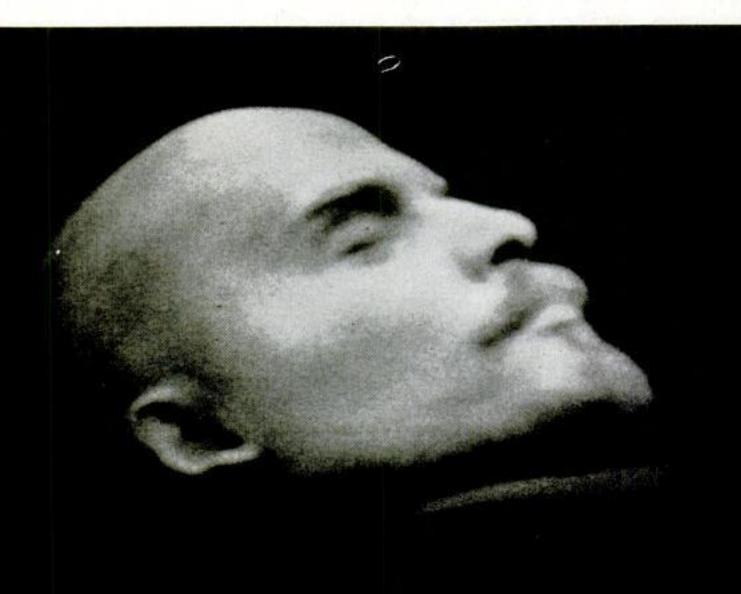
"Aooh! Aooh! Aooh! Aooh!"

You may have thought that the words of the enslaved women that close Euripides' *Trojan Women* utter as much about defeat and suffering as speech or mind can bear: "Wrath in the earth, and quaking, and a flood that sweepeth all—and passeth on." But they are words and they have rational meaning.

The idiot utters his sounds for the immeasurable, irrational evil and suffering that lie at the heart of life itself. His cry is the utmost that can be said about the meanings of those words which stand for: Great Purge, Reverse Purge, Communist Revolution, Communist party, the Communist experience as it has tempted or tormented millions of mankind. They were the lucky ones who died.

I cannot pretend to write about these matters objectively. I lived through the Great Purge, almost to its end, within the ranks of the Communist party. No one who did not live through that special experience of our time can know what is now going on in the Communist empire, just as no man who has not been tortured can know what torture is though he has collated all the descriptive details. I lived through the purge outside Russia, but in a secret cell of the Red army from whose underground walls every tremor of the purge reverberated. The Red army was the last great pool of resistance to Stalin. My closest comrades were military Communists. Most of them were killed in Communist prisons, or have since been dying by inches in Communist concentration camps.

ITHIN the three decades, 1920 to 1950, roughly from the 10th Congress of the Soviet Communist party to the Communist mopup of mainland China, Communism's will to change history was personified in one man—the late Josef Stalin. To become the embodiment of the revolutionary idea in history Stalin had to corrupt Communism absolutely. He justified his acts by the necessities of that history and the needs of that infallible party which all Communists serve. In their name he asserted that what was true was a lie and what was a lie was truth. He sustained this corruption by a blend of cunning and brute force. History knows nothing similar on such a scale.





GREAT PALACE OF THE KREMLIN LESS THAN A BLOCK AWAY FROM THE TOMB ON RED SQUARE WHERE STALIN'S BODY LAY ENSHRINED WITH LENIN'S (BELOW)

## USHERS IN NEW DANGERS

## 'no third war' but more insidious drive to win free men by WHITTAKER CHAMBERS

They say that when he came to the part of his secret speech to the 20th Congress in which he detailed Stalin's lies and crimes, Nikita Khrushchev repeatedly wept. So must many others have done: men, once his comrades, now his enemies, reading the scraps and paraphrases of his words, in other languages, other lands, and having no illusions about his purposes. They wept, not as we weep from pain or strain, but as by the opening of an unstanchable wound, so old and deep that some of them, perhaps, supposed that it no longer existed.

ALL over the world tonight, as I write these words, Communists and former Communists are examining the past and their consciences with a fierceness of scrutiny that has not had its like in our times. Millions of others are taking fresh hope from the demolition that may go with it. It is these millions that Khrushchev and his men are angling for.

This great turn in Communist tactics, which takes the form of the liquidation of Stalinism, opens an unparalleled struggle for men's minds. Communism is bidding for the allegiance of all those in the West who are in any way affected by its doctrine, its power or its spell. The West could make no greater mistake than to exaggerate first impressions or read into this move simply another scramble for personal power among the Kremlin masters.

The Communists are realists. They will count on the long pull. And the pull will presently be intense in the minds of millions. With Stalin down, the force of Communist attraction will be great, on many levels, and with a play of appeals that the West will not readily understand. That is why I have gone into my personal reaction at length, and why I wish to stay with it a little longer.

Three books powerfully influenced my break with Communism. When, in 1937, the slow separation of my mind from Communism, like the detaching of live tissue, had brought me to the point where I dared to read books forbidden Communists to read—dared, that is, not out of fear of the party but against my own voluntary compulsion to obey it—then I read these three books: Vladimir Tchernavin's

I Speak for the Silent; Eugene Lyons' Assignment in Utopia; Victor Serge's Russia 20 Years After. In the years since, I have, in the course of editing news, glanced at passages in all three books. But I never read one of them through again. I did not read them because I could not stand the pain they caused me. But when I finished the report of Anastas Mikoyan's speech to the 20th Congress, the first speech in which I found an outright assault on Stalin, and when the names of the revindicated Bolsheviks began to appear—Bela Kun, Stanislav Kossior, Antonov-Avseenko—I heard my mind saying to itself in these words from Macbeth,

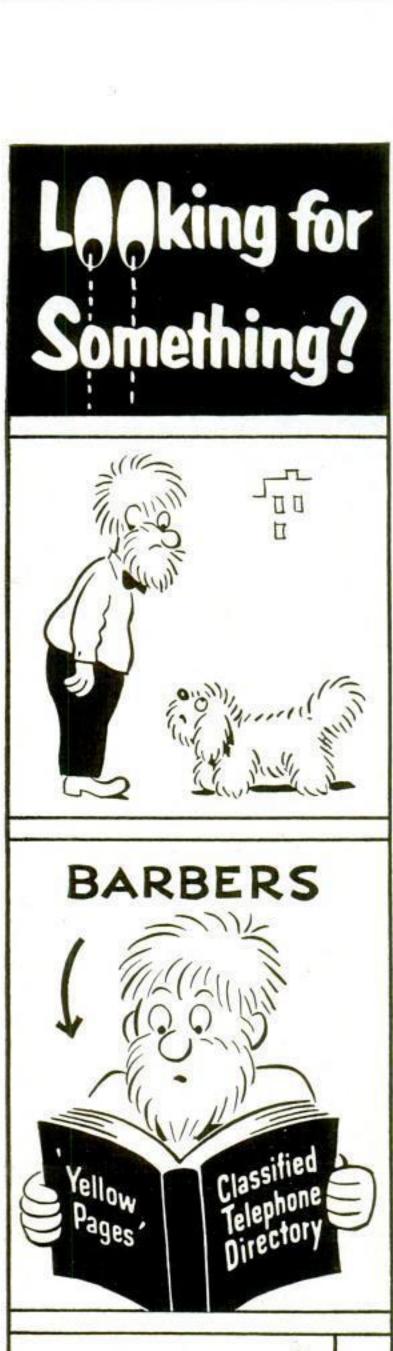
That, when the brains were out, the man would die, And there an end; but now they rise again. . . .

I took up Victor Serge and lived back, line by line, over the struggle I had known in 1937 and the forepart of 1938. Let Serge give his own version of the remembered horror that is now exploding in the minds of Communists:

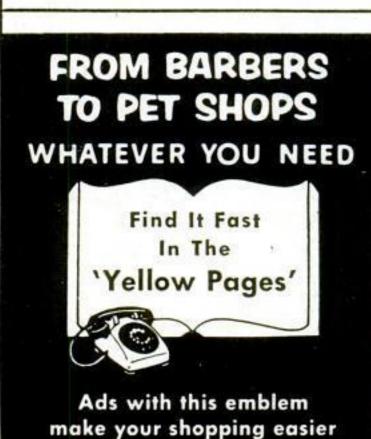
"As a rule, the condemned is called upon at night to quit his cell. He does not know where he is going, the turnkey does not know where he is conducting him. The elevator brings him down to the main floor. There, when he is made to take a cement staircase, powerfully illuminated, he begins to understand. . . . He follows a cement corridor bordered by gutters. He knows nothing; as a rule, he does not even know that he has been condemned to die, if the G.P.U. has invoked the death penalty administratively. A man-who himself knows only one thing and that is that he must kill the one who is being brought to him-emerges behind him on padded feet and sends a bullet through his head. The water spouts are opened, the body rolls into a trap or is pushed into a recess. . . . No witnesses; the cellar smothers all sounds; a few reliable executioners act without knowing anything exactly. Silence, secrecy. I was confined in the Lubianka when the thirty-five functionaries of the Commissariat of Agriculture were executed there for a bizarre

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"PEACE" CAMPAIGN now intensified by Soviets used innocent appearing petition against A-bomb in 1950 to get many non-Communist signatures.

affair of sabotage and intelligence with Poland (March, 1935). No sound disturbed the silence of the perfect prison." Stalin made Communism itself this perfect prison.

But there is something else. Serge feels the impossibility of bringing to the mind of the West, which will not hear, let alone understand, this great drama of history that bears directly on its fate. He writes: "These pages, I feel, are depressingly monotonous. All these dismal destinies seem to repeat themselves, all these men move about in a hopeless greyness. . . . Yes, this struggle of revolutionists against the machine that grinds down everything has about it something depressing when you think of it in that way, in the abstract, without seeing the simple and shrewd faces, without being well acquainted with their lives. . . . I would like to efface this impression. Everyone of these men has his true grandeur. They are not vanquished, they are resisters, and they often have victorious souls."

They often have victorious souls. . . . It is those victorious souls that Communism is now calling to its side for a last struggle against the West. They may prove more effective than armies. They will not only revitalize Communism from which the spirit had all but died, leaving only the barren executive will, the habit of command or blind submission, both locked in an unspoken hypocrisy. They will speak to others who can hear them within the West. They will speak in many voices, on many ranges of feeling and of logic. But the resonance, haunting everything they say, and giving it special force, will be, even though unspoken, a single line of Lenin's wife's: "Those who have not lived through the revolution cannot imagine its grand solemn beauty."

The West will have to match that resonance from some depths within itself. Therein lies the threat to it of the great turn, the drama, now playing out among its inveterate enemies. For this turn was made in relation to a political situation involving the West; and it is that situation that is now in danger of being lost sight of in the more sensational development.

HY now? How did it happen that this great zigzag came in the year 1956, at the 20th Congress of the Soviet Communist party? The answers have to do with an international situation that is reasonably open to survey, and an internal Soviet situation, including a power struggle in the Kremlin, where lack of exact information, or conflicting information, takes us into the realm of astrology. Everybody is guessing. I would guess, too, if there seemed any urgent reason to. I prefer to center on the international situation, that dealing directly with the West, since it has seemed to me from the first that it was chiefly that the zigzag at the 20th Congress was meant to deal with. First, a word about congresses and zigzags.

Nothing is any longer decided at these great Communist congresses. They simply register important decisions, taken in the highest Communist echelons, out of sight and sound of the party masses, and probably some time before they are announced.

This is especially necessary because of the frequent zigzags of the party line. Zigzags are much misunderstood. But there is nothing inherently irrational about them. Communism has one fixed purpose: to take over the rest of the world. That purpose never changes. Only the tactics for effecting it change. Given the fixed



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REVERSE PURGE took place in Bulgaria last week when Vulko Chervenkov (left) quit as premier. He had been accused of "aping Stalin," had executed Deputy Premier Traicho Kostov (right), whom party has now rehabilitated.

purpose, the tactics can change endlessly, can change, at need, into the very opposite of what they have been, and sometimes overnight, or so it seems.

A violent zigzag in the party line is a sign that Communism, in its perpetual assessment of the balance of forces, the power pattern in the world, has concluded that the power pattern has changed in such a way as to indicate that a rather definite stage of history is ending and a new one is beginning. A new power pattern commonly calls for new tactics in order for Communism to work successfully in it.

The 20th Congress met at what Communists suppose to be an ultimate, or penultimate, stage of this century's history. It met to register the general line of a new tactic whose end result, if successful, would foreclose that stage of history in a world wholly Communist, or on the point of becoming so. New tactics were enjoined by the new power pattern, the changed balance of force between Communism and the West. This new balance of forces was revealed—but not caused—by last year's Geneva conferences. The actual shift in the power balance had occurred several years before. But after the Geneva conferences a zigzag in the party line became a certainty.

On many in the West last year's Geneva conferences had an almost physically stunning effect. Of the two, the first (Summit) conference, which fed the illusion of "the Geneva spirit," was more stunning than the second conference which seemed to bury it. Except in fairly limited circles, the shock was not due to the fact that President Eisenhower lent the prestige of his presence to the Summit conference. As statesman he had little choice. The bull market in popular illusion showed clearly enough how narrow had been his margin of practical maneuver.

Geneva disclosed how little, vis-à-vis the Communist empire, the West had left to bargain with. The West had nothing that the Communists wanted enough (short of total or piecemeal submission), nothing they feared enough (short of total atomic war). And total atomic war they knew they need not really fear.

Thus the U.S. found itself, in one annex to Geneva, sitting down (with a representative of the unrecognized Peking government) to interminable talks (still unterminated) in order to spring a comparative handful of its citizens, unlawfully held by the Chinese Communists, from jails where many of them are still unlawfully held.

Thus, too, the West's chief strategic friend in Europe, Chancellor Adenauer of the German Federal Republic, soon after found himself forced to make grave concessions simply for the release by the Soviet government of a few thousand German war prisoners.

## Like a family bargaining with kidnapers

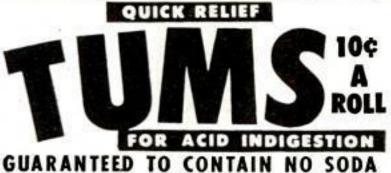
ESTERN diplomacy, not through stupidity but because of a new adverse balance of real power in the world, found itself obliged to treat with Communism at a level no higher than that of a family dealing with kidnapers for its stolen children. Yet the meaning of this shift in power balance, which in history is of somewhat the same order as the sinking of land masses into the sea would be in nature, seemed scarcely to dent the West's awareness.





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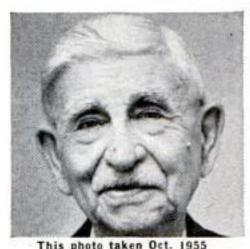
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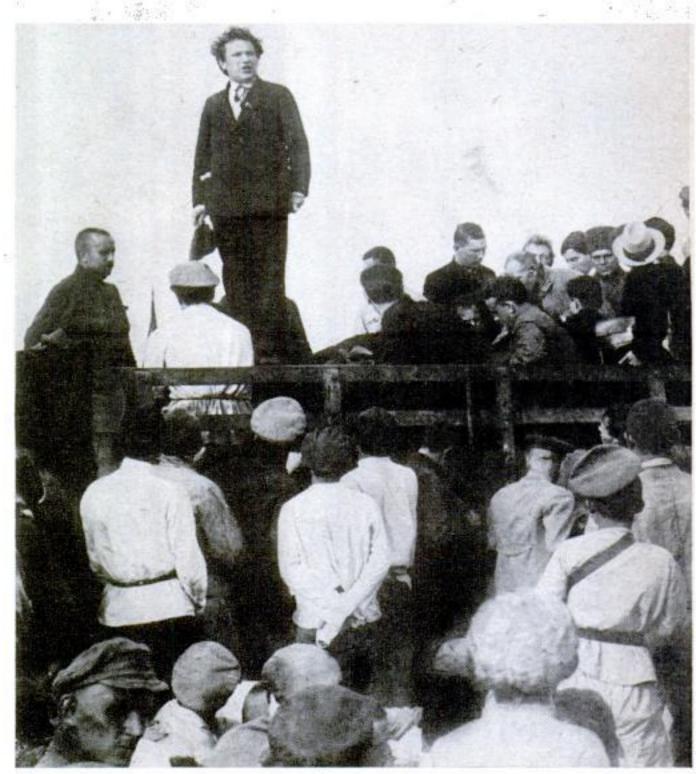
George Worcester remembers shaking hands with Abe Lincoln in 1864. "Had the biggest hands and feet I ever saw." Some years later, Sloan's Liniment began to chase the pains of muscular soreness, rheumatism, arthritis and the like. Today, millions use Sloan's to soothe their aches. No liniment is more up-to-date! Sloan's is all heat-producing liniment - not diluted with alcohol. So it penetrates full strength and gets at the pain good and quick. Ask your doctor!

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APPEAL TO EAST, now major part of Soviet policy, dates from 1920 when Grigori Zinoviev, then head of Communist International, addressed Moslem workers at Baku. Congress called for Holy War on behalf of Communism.

Behind the shift lay two interlocking situations, one technological, one political. The technological one was the open secret, which the Geneva conferences dramatized, that the atom bomb is no longer, at least in the sense that Sir Winston Churchill meant, the shield of the free world. Both sides possessed retaliatory power deadly enough to make resort to atomic war mutually suicidal.

But behind the deadlocked weapons situation lay a political situation ultimately much graver for the West. The key to this

situation had been China.

"My statesmanship," wrote Henry Adams in 1903 (the date is noteworthy), "is still all in China, where the last struggle for power is to come. . . . The only country now on the spot is Russia, and if Russia organizes China as an economical power, the little drama of history will end in the overthrow of our clumsy Western civilization. . . . In that event, I allow till 1950 to run our race out." This target date, too, is of interest. In fact, when the 20th Congress met, Communist China had been for some time engaged in the mass collectivization of its peasants—the kind of human bulldozing that marks the first step in organizing a socialist country into a modern industrial power. It was the fall of China that finally shifted the basic power balance in the world and so gravely complicated the problems of the West.

It is scarcely 35 years since Russia's then shaky Communist government convened at Baku, in Soviet Georgia, a great "Congress of Peoples of the East." There the Communist leaders of that day had called on the Far Eastern, Indian and Moslem masses to war against imperialism. The incredible shape of things to come was shadowed forth by a proclamation calling for a "Holy War under

the banner of the Comintern."

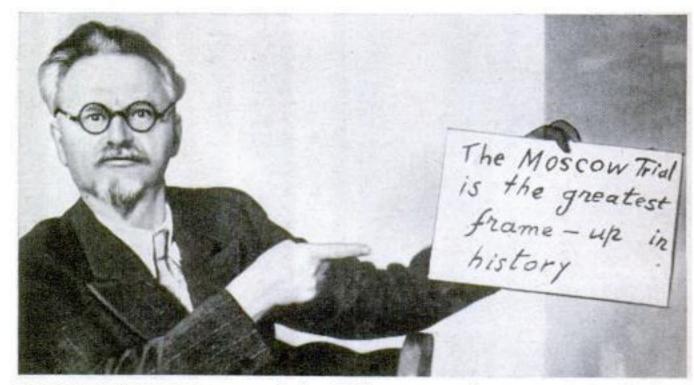
Even Communists liked to smile at that one in their private gatherings. But they labored unsmilingly to give force to Lenin's strategy on the "Colonial Question." Its end purpose: to strike at the West from the rear, and, by rousing Asia, Africa and Latin America, to add their force to Communism, while depriving the West of overseas markets and sources of raw material which are a foreign base of its economic life. Thus in time, Communism hoped, the rising waters of disaffection might leave the powers of Europe and North America like rooftops, islanded in a flood. The final conflict would then be narrowed to this question: who is to control the rooftops?

No doubt Soviet Foreign Minister Vyacheslav Molotov knew at Geneva that a Soviet arms deal with Egypt would soon lift that





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EARLY DENUNCIATION of the 1936 purge trials was made by Stalin's great enemy Trotsky who refused to pose for pictures except with this sign.

flood (in the form of aroused Arab nationalism) against the West. He knew, too, that the rise of the Soviet Union as an industrial power, re-enforced by the production and the scientific and technological brains of half of Germany and all of Czechoslovakia, would enable those Bolshevik businessmen, Khrushchev and Bulganin, to take the road into the colonial markets and initiate a trade competition which must necessarily have a political face. It could all be done, too, under the shield of the atomic bomb. This, grossly oversimplified, was the international power pattern, the new balance of forces, which enjoined the new tactics proclaimed by the 20th Congress.

There must have come a moment, possibly some time before Stalin's death, when the keen eyes of Communism, ranging over the West and non-Communist Asia, were caught by a stunning insight which may be summed up in the phrase: those who are not against us are for us. In other words, for Communism the problem was how to convert the amorphous sentiments called "internationalism" or "neutralism" from negative to positive forces, from forces merely dividing the West's will to resist Communism into its marching allies. The answer was to refine the cruder forms of Communist aggression, which had produced the favorable power balance, into subtler forms of aggression which the power balance both required and made possible. This is the chief point and thrust of the tactics set forth at the 20th Congress.

## No third world war

AS Secretary of the Communist party, Nikita S. Khrushchev keynoted this tactical shift. His speech runs to several thousand words. Its sense, once pried out of the foam rubber mufflings peculiar to Communist oratory, spells out the steps of the new tactic: 1) peaceful coexistence; 2) peaceful trade competition with the West; 3) revival of the popular front; 4) collective Communist leadership in contrast to Stalin's one-man rule. Their core meaning can be stripped from thousands of words to four words: no third world war.

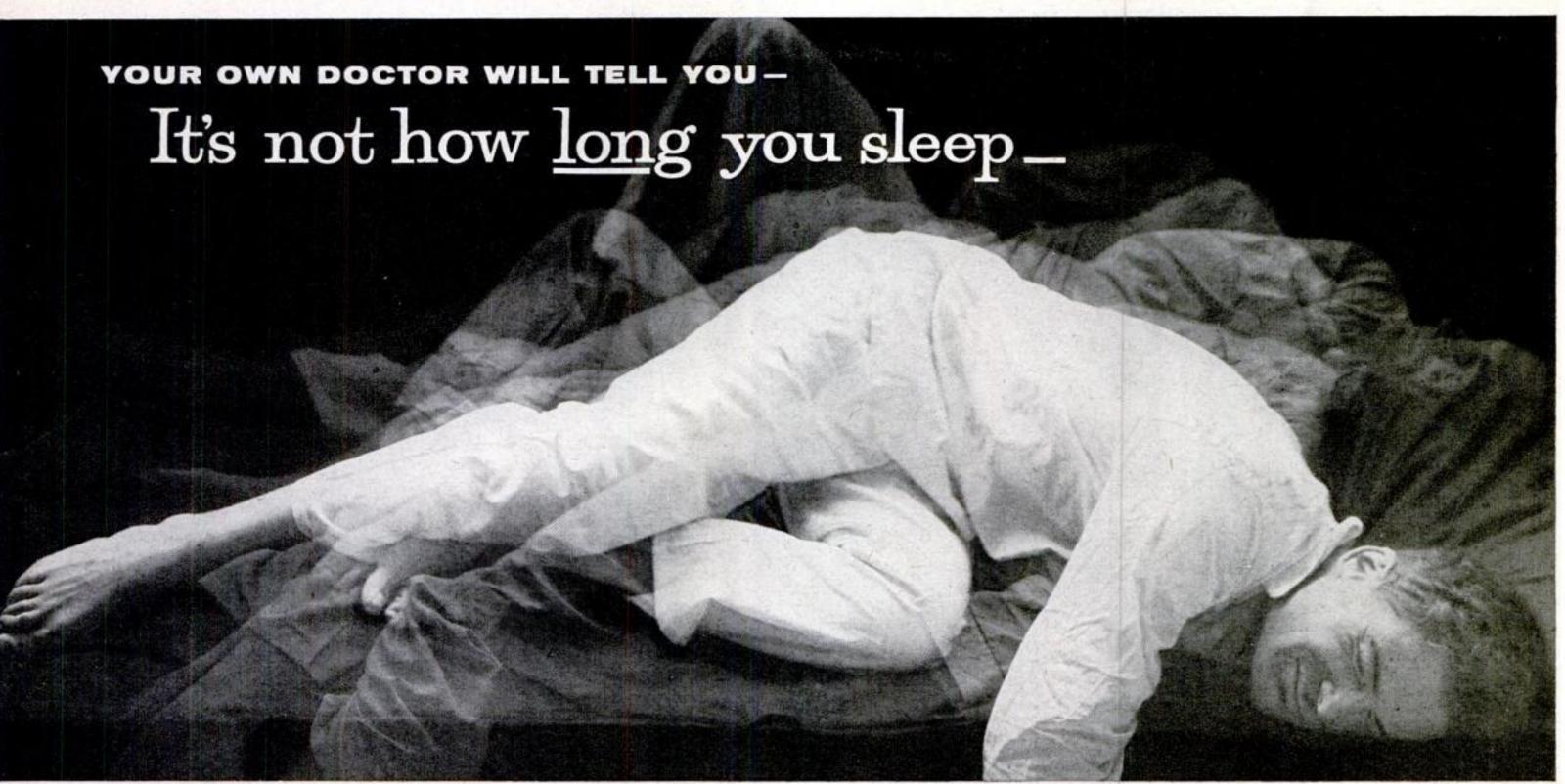
How seriously the Communists mean this, how deep-going the zigzag is, can be glimpsed from the fact that to make it at all it was necessary, as Khrushchev expressly noted, to rethink certain of Lenin's conclusions. In *Imperialism*, hitherto a basic Communist text, written by Lenin during World War I, he offered the proposition that capitalism will finally commit suicide in a general war. It is this view that has just been updated.

Three of Khrushchev's points require special notice:

1) He claimed that Communism now spoke for a majority of mankind. He reached this score by counting on the Communist side, in particular, the friendly masses of India. In this he was stretching the elastic only a little thin. It has long been clear that the swing to Communism of one more population mass—Indonesia, for example—would give it something like an even break in any count of the world's noses.

2) Khrushchev was explicit in his popular front come-on. He put it this way: "Here cooperation also with sections of the socialist movement adhering to other views than ours in the question of the transition to socialism [i.e., those differing chiefly about the advisability of violent revolution] is possible and necessary. Today many Social Democrats [i.e., socialists and left liberals in the American sense] are for an active struggle against the war danger and militarism, for closer relations with socialist [i.e., Communist]

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your hours abed. According to many doctors, it may be too soft or too hard for your weight-lumpy, saggy-or simply not scientifically designed. Then you sleep tensely, restlessly-and wonder why morning finds you all-in.

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ONE OF MANY BETRAYALS Stalin perpetrated, his 1939 nonaggression pact with the Nazis, lost him moral prestige which Russia's present leaders are trying to regain. As Molotov signs the pact, Stalin smirks at Ribbentrop.

countries, and for unity of the labor movement. We sincerely welcome the Social Democrats and are ready to do everything possible to unite our efforts," etc. etc.

3) Khrushchev was careful to emphasize that Communism is still militantly revolutionary. There may still remain, he is saying, even after the soughing of the warm peace winds and the disintegrating action of popular fronts, some strongholds of opposition in the West so intractable that they can be brought to reason (i.e., Communism) only by the use of revolutionary violence. The U.S. is chiefly meant.

In effect Khrushchev is saying, "See, the Bomb is not going off. We are now extracting the detonator—a ticklish business. Surely all men of goodwill want to lend us a hand." To give this tactic force and mass, it is necessary to revive the popular front. To give it a semblance of plausibility, especially in view of the recent past, it is necessary to de-emphasize the cold war. For both it is expedient to liquidate Josef Stalin. For Stalin by his cynical pact with Hitler was not only the destroyer of the old popular front of the 1930s. He showed himself to be also the chief master of cold war.

Let us glance for a moment at cold war. In a sense Communism has always pursued a policy of cold war. It is a specialty of the house. But Communism was able to mount this policy on a world scale only after World War II. Then, the meaning of cold war came home to the incredulous West. Cold war is, in fact, the true brink of war policy, and whoever stands up to it finds himself willy-nilly playing brink of war. For its blackmailing effect depends on crowding an opponent to that brink so that any effort at resistance must make the brink seem more dizzily inevitable. Secretary of State John Foster Dulles was describing the experience with simple literalness in his much-abused phrase. Adlai Stevenson, too, described it more aptly than he knew because he was firing at the wrong target when he called it "Russian roulette."

## The last thing Communism could want

■OLD war, of course, involved a real risk. And the first man ) in the West who had the hardihood to make a brink of war stand, namely former President Harry S. Truman, took the Communists over the brink. That spoiled the game. The United States lost the Korean war because it was afraid of the threat of a bigger war with which Communism continued to play Russian roulette. The West was afraid. But the Communists must have been terrified, and with much better reasons. The last thing in the world Communism could want was world war.

Thus, the initial American reaction in the Korean war must have brought the Communists to an agonizing reappraisal of cold war policy even before Stalin died, even though his powerful

CONTINUED



"A lawyer's job really shouldn't be a desk job . . . but mine was fast becoming one.



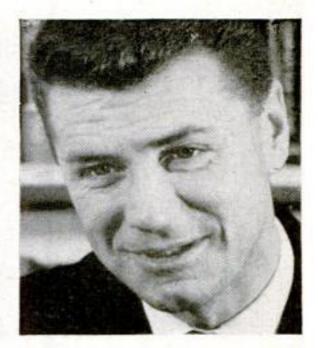
"Briefs and contracts to write; long detailed letters, meant hour after hour of dictation.



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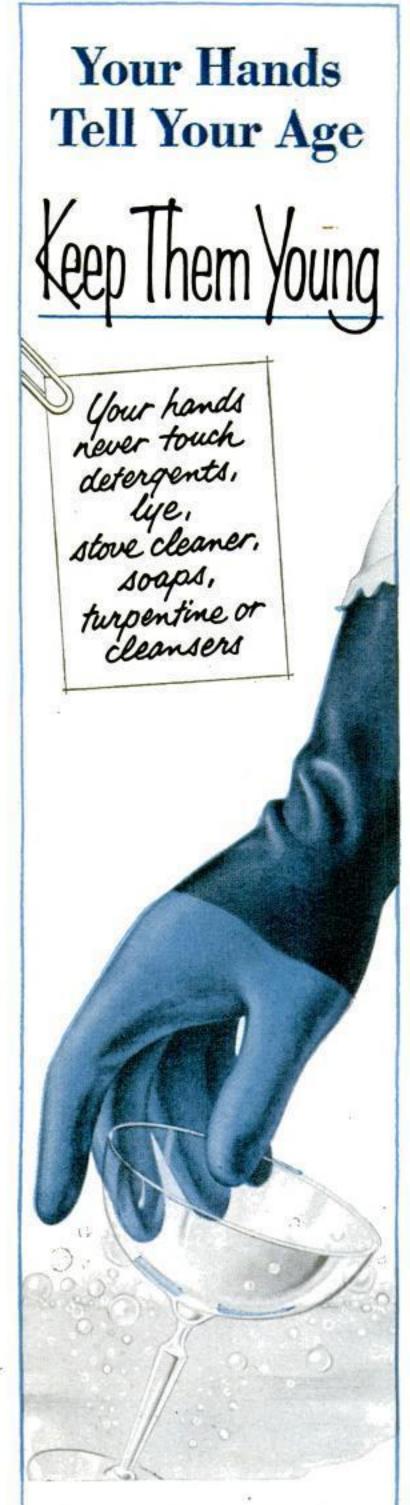


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## 20TH CONGRESS CONTINUED

influence may have continued to hold them to that course. For, of course, policies develop an inertia, a momentum, that keeps them going even after their logic is impugned and the risks disclosed. And, of course, the West made a fool of itself in Korea, throwing away almost at once, out of its fear of general war, what its original initiative, General Douglas MacArthur's strategy and the courage of American men had won for it.

How quickly, too, the Communists in the full tide of victory settled for a mere half of Vietnam. What restraint, despite the bloodcurdling war whoops and tossing of stinkpots, has so far characterized Chinese Communist action around the Formosa Strait. No doubt this restraint, like that in Vietnam, reflects China's all-out exertion at collectivization and industrialization. This, in turn, bears directly on the current Communist peace strategy, which, among other items, is buying time for mainland China to emerge as a new Communist industrial massif.

Even during the cold war, at the time of the Stockholm peace pledge, Communists called for the organization of "partisans of peace." That term was meant to verbalize the fact that peace, as waged by Communists, is a form of weaponless war. It looked ahead to the time when the "partisans of peace" might eventually serve as the rallying core of armed partisan groups.

What the new Communist strategy envisages is the mounting, on a world scale, of a vast partisans of peace movement. Its formations will be the popular front. But something much more pervasive is foreshadowed; a radical change of the whole political climate of the West, going far beyond mere popular fronts, which, however manipulable, have manifest limits. Not only the political but the emotional preconditions for that change of climate exist. The whole world craves peace. All that is best in the West-most intelligent, humane, creative-abhors the thought of war. It is even simpler than that: men and women simply look at their children and grandchildren and think, it must not be. This is the absolute precondition for a change of climate. Practically all that is necessary to change the weather is for the Communist blizzard to stop freezing men's hopes, for a warm and melting sun to rise above the steppes. It is not necessary for Communism to liquidate the threat of Communism. It is only necessary for Communism to liquidate the threat of war.

Thus the tactical problem for Communism was not greatly different from that of the wind and the sun in Aesop's parable; competing to make a man take off his overcoat. To make the man—the West—take off his coat, it was only necessary for Communism to let the sun shine. The difference with the parable lay in the fact that, hitherto, Communism could not let the sun shine. It could not for a number of overriding historical reasons embodied in the person and the official mythology of Josef Stalin. He personified those memories which, in varying degrees of distrust, aversion or horror, scarify the mind of the West with respect to Communism, and even the minds of thousands of Communists.

## Peacefully coexisting corpses

ENIN and Stalin—"the gruesome twosome" they were sometimes referred to when their embalmed corpses peacefully coexisted in the tomb on Moscow's Red Square. Yet it is probable that even the most devout Stalinist, in the recesses of his mind, always sets some distinctive pause between the names of Stalin and of Lenin. After all, the devout were serving Communism rather than Stalinism, and were serving Stalin chiefly as he seemed to serve Communism. Many have forgotten, over the years, that before the revolution Lenin hailed Stalin as a "wonderful Georgian." Anti-Stalinists, in particular, have preferred to remember that, as he watched Stalin's machination two years before he died, the stricken Lenin told the 11th Congress: "The machine is slipping out of your hands." Perhaps he had forgotten, as so many others have, that it was he, Lenin, who put Stalin's hand on the controls.

It happened at the 10th Congress of the Soviet Communist party in 1921. Lenin himself had announced the historic turning point: henceforth there would be no more organized opposition to the majority view of the party. Lenin said, "We do not need any opposition now, comrades, it's not the time for it. . . . It is no good reproaching me, it follows from the state of affairs."

The organizational changes that followed that act of the 10th Congress brought Stalin closer to power and raised up certain of his followers, two of whom, Vyacheslav Molotov and Kliment Voroshilov, are still members of the Communist party's ruling presidium. This obscure bit of Communist history is of high importance in understanding the meaning of the 20th Congress. It

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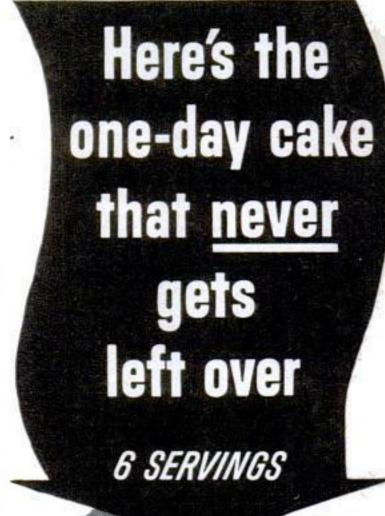
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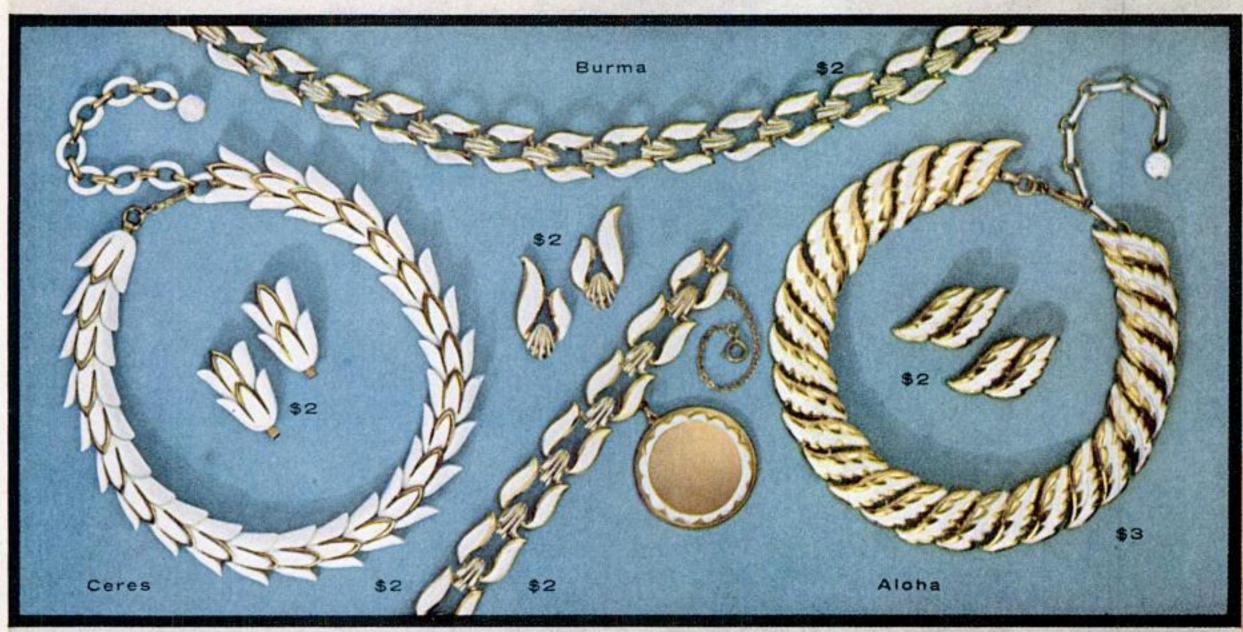
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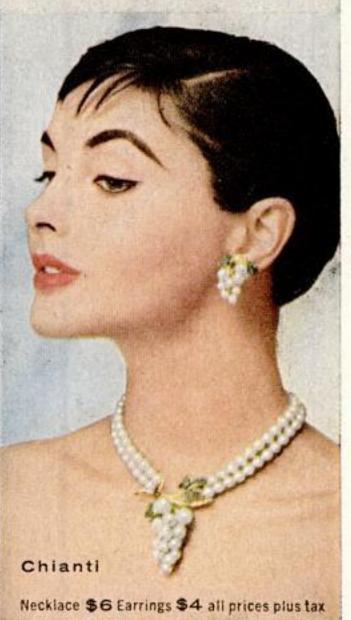
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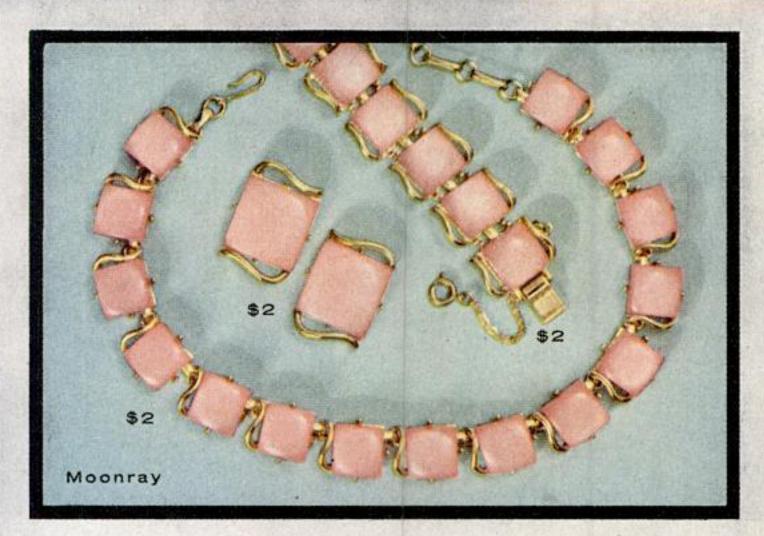














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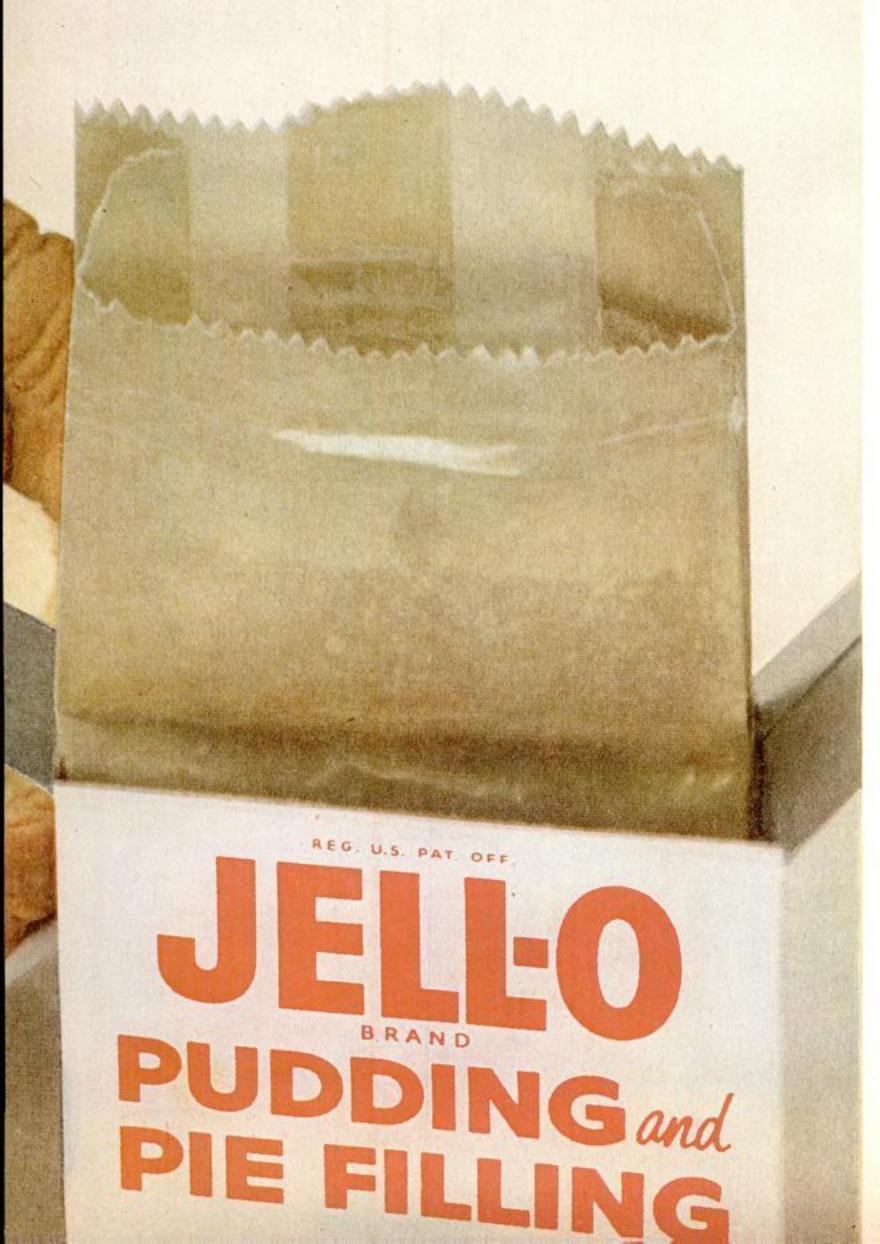
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REMAKING CHINA, the Communists herd landlords together in a comound before executing them. Liquidation of landholders was the Chinese quivalent of Stalin's purge of peasants who opposed farm collective program.

eveals the continuity of the Communist pattern of action, the egree to which the more Communism changes the more it is

he same thing.

Like Lenin in 1921, Stalin could later claim for his worst acts: It is no good reproaching me, it follows from the state of affairs." The state of affairs through which Stalin pyramided the Communist empire to power included the collectivization of the peasants and the industrialization of the Soviet Union. To buy time for his, amidst the threatening international situation, Stalin because the Spanish Republic during its civil war, the popular rout and the German Communist party. For this, he wooed Hitler redently and signed a nonaggression pact, thereby making possible World War II so that the West could destroy itself more effectully and quicker than Communism could ever hope to destroy it. It almost lost his gamble when the Germans turned on him in turn. Yet even that near-disaster Stalin turned into a triumph, winning back by the success of Soviet arms much of the goodwill the had lost in the West.

Meanwhile, in a series of great giveaway conferences—Tehran, alta, Potsdam-he outwitted or outmaneuvered the statesmen of he West, bringing the Communist frontiers into the heart of turope and crowning his work with the Communist conquest of thina. That is why the men who are now liquidating Stalin dead ollowed Stalin alive. And that is why they must now liquidate his nemory. For to achieve his successes, Stalin had terrorized the communist party, crucified the Soviet peoples and committed rimes which alienated him from the human race—crimes which nake his liquidation, in changed circumstances, a prerequisite or Communist advance in a new age. But it is also necessary o remember that in his appalling figure Communism found one of its supreme manifestations. The Communists whom Stalin iquidated make up the smallest part of his kill. But it is these hiefly that the 20th Congress is lamenting. It is these that the West is chiefly reacting to. But there also lie between Stalin nd the West, to cite only one item, three to six million peasints whom Stalin (that is to say, Stalin and the Communist party) killed as a matter of deliberate policy, by withholding ood from them. What of these dead?

## 'The ice is going out!'

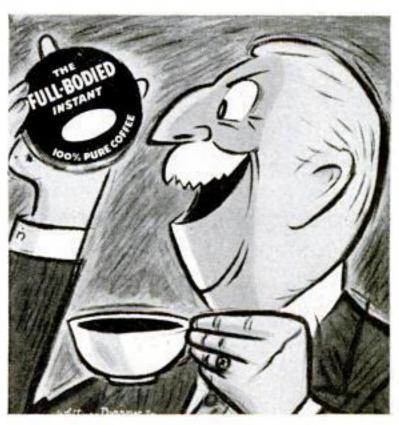
N the mid-1920s chance threw me together with the last military attaché of the czar's Washington embassy. A common ove of Russian music sometimes took us together to watch he idiot in *Boris Godunov*. I remember that patient military exile telling me once, from the depths of his longing for the Russian land which he did not live to see again, how, after the nterminable winter, the ice begins to break up in the Russian ivers. Then the peasant boys run along the banks, trying to





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## WISH YOU WERE HERE?

If you enjoyed Eliot Elisofon's striking color portfolio of spring scenes in Japan (page 82 of this issue), you will surely look forward to an equally brilliant color essay on "Grand Canyon's Hidden Wonders," to be presented in the May 14th issue of Life. In that issue Photographer A. Y. Owen will share with you some of the beauties he beheld in a 2,300-mile tour of the Grand Canyon on a three-month assignment for Life. In exploring the canyon's perilous crags and chasms Owen painstakingly sought out remote and inaccessible sites that are barred to the casual tourist. Owen took many remarkable photographs of places and vistas few people have ever seen before. Among them, in full natural color, is this majestic view from Lookout Point which is one of the true wonders of the Canyon.

"Grand Canyon" is just one of the spectacular color essays you will find in the next few weeks of Life. Others scheduled for early publication are:

### DRESDEN ART COLLECTION



The priceless paintings collected for centuries by the art-loving Dukes of Saxony, which were confiscated by the Russians in 1945, are being returned to Dresden Museum. In next week's issue of LIFE, in 10 full pages of color, you'll find the first big postwar viewing of these treasures.

HOLLYWOOD



The King and I, one of the most successful Broadway musicals, has been made into a movie of remarkable pageantry, to be previewed in the pages of LIFE. Hollywood news of another sort will appear as the fabled "back lots" of the movies serve as backdrop for new California fashions.

### SPECIAL AIR AGE ISSUE



As the U.S. embarks on an era of jet travel for everyone, LIFE will devote an entire June issue to a single subject: "The Air Age." More than 30 pages of color photography will highlight the most exciting visual report you have ever seen on man's adventuring and endless pioneering in the air.

## WINDSOR'S GARDENS



Hidden until now from public view, the beautiful French gardens of H.R.H. the Duke of Windsor will be yours to see in color in LIFE. This 10-page portfolio of startling beauty also affords a refreshing view of the former king at his gardening ease at his residence in Gif-sur-Yvette, France.

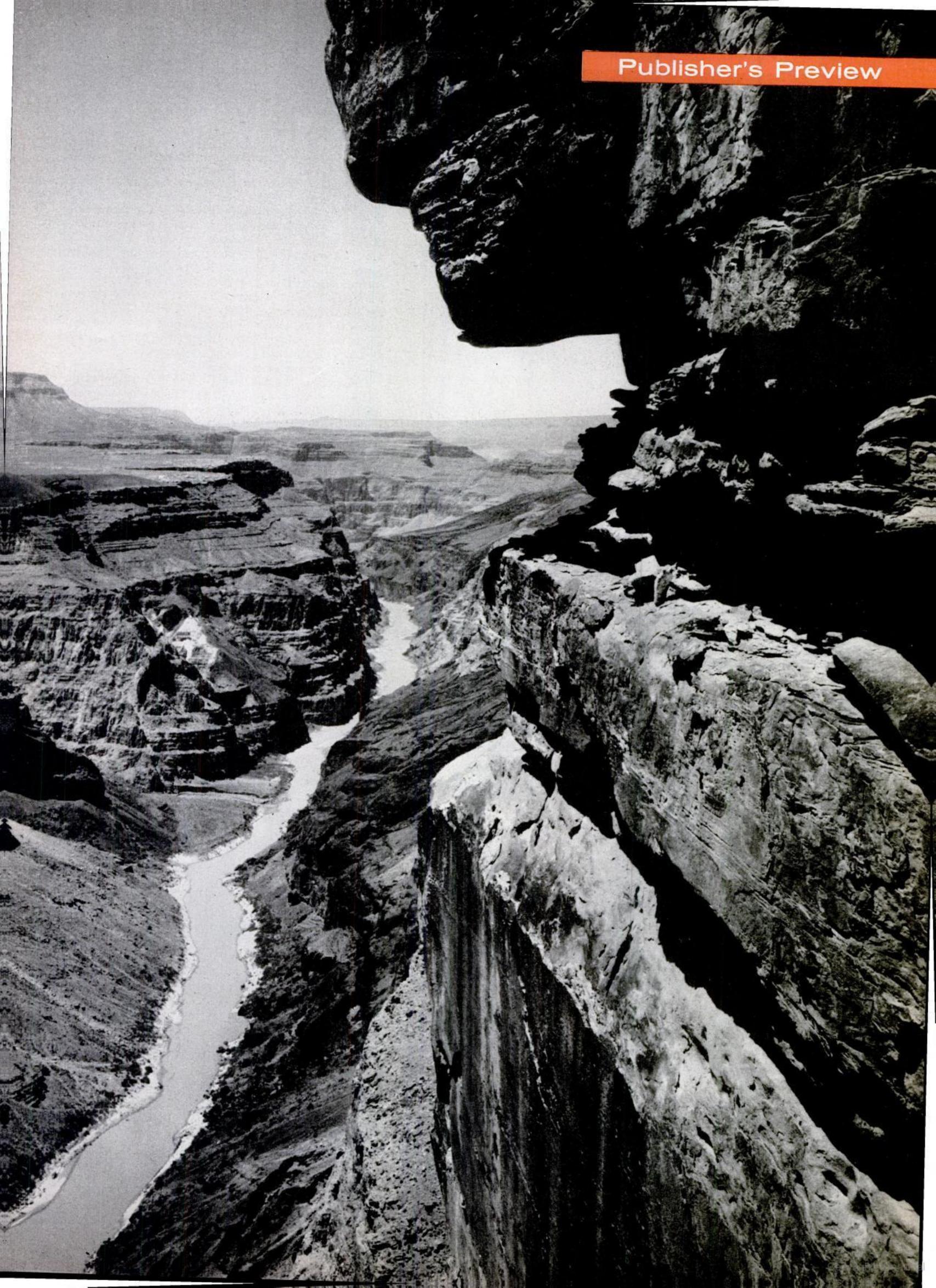
Then too you will see the final instalment in LIFE's series on America's Arts and Skills—a 19-page essay on the beauty inspired by modern industrial techniques. Another brilliant chapter in "The Epic of Man" will be presented in the June 4th issue. Also coming soon will be an unusual color portrait of the fabulous city of Venice by Photographer Ernst Haas, whose previous portfolios on New York and Paris have won high praise from LIFE's readers.

All this is just part of LIFE—some of the sights and scenes you'll see in LIFE and nowhere else; places you would never visit in a lifetime of travel. But there will be more—lots more; an endless array of exciting news pictures and picture stories. What happenings these will show cannot be predicted now. But they are guaranteed to let you eyewitness the great events of the world and to tell you the story of its people in this news-filled year of the Olympics, the nominating conventions, the presidential election and of the history-making tumult of the world today.

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ANDREW HEISKELL, Publisher





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## 20TH CONGRESS CONTINUED

keep pace with the clashing floes; and, as they run, they shout, "Lyot idyot"—"the ice is going out!" It is just such an effect that the action of the 20th Congress has had upon those minds who have lived, at all deeply, the tragedy of our age wherever Communism has touched it.

## When Khrushchev wept

THINK the West will fail again to measure the full meaning of that effect if it notes only that the men who have brought it about were former collaborators with Stalin in his evil deeds, or supposes that they are merely cynical in their crafty plans, whose guile is not, therefore, questioned. I, for one, do not believe that when Khrushchev wept before Congress delegates those were simulated tears, or that simulated tears could possibly have affected such an audience, or that Khrushchev could have dreamed they could. This is something more: lyot idyot—the ice is going out, the ice that froze and paralyzed the messianic spirit of Communism during the long but (in Communist terms) justifiable Stalinist nightmare. Communism is likely to become more, not less, dangerous. It is this that gives us the sensation of passing in a fort-

night from one age into another.

Communism has not changed. The dictatorship of the Communist party will not end. (The 20th Congress has acted to strengthen it.) It is unlikely that the slave labor camps will go or even shrink much. (Slave labor plays too important a part in the Communist economy and the victims of the reverse purge, or anybody at all who resists, will soon replace such political prisoners as may be released now.) Communist aggression against the West will not end. The 20th Congress has acted to give such aggression new, subtler, massive forms whose disintegrating energies are beamed first at specific soft spots around Communism's continental frontiers and far across them—at West Germany, France, Italy, Britain, India, Burma, Indonesia. Yugoslavia is already doing a "slow dissolve" back into the Soviet system-a homecoming which Moscow's official disbanding of the Cominform is intended to promote. For the Cominform, an organization of satellite and West European Communist parties, was used by Stalin chiefly to combat Marshal Tito and his special brand of heresy.

But, above all, it is the smashing of the Stalinist big lie that will change the climate, exerting its influence far beyond mere orthodox Communist lines, upon the internationalist and neutralist opinion of the West. With the smashing of the dark idol of Stalin, Communism can hope to compete again for the allegiance of men's minds, especially among the youth where its influence had fallen almost to zero. What the 20th Congress meant to do, and may well succeed in doing, was to make Com-

munism radioactive again.



CHANGING SIGNS of changing Red foreign policy showed recently in scenes like this one in Austria after Russians withdrew occupation forces.



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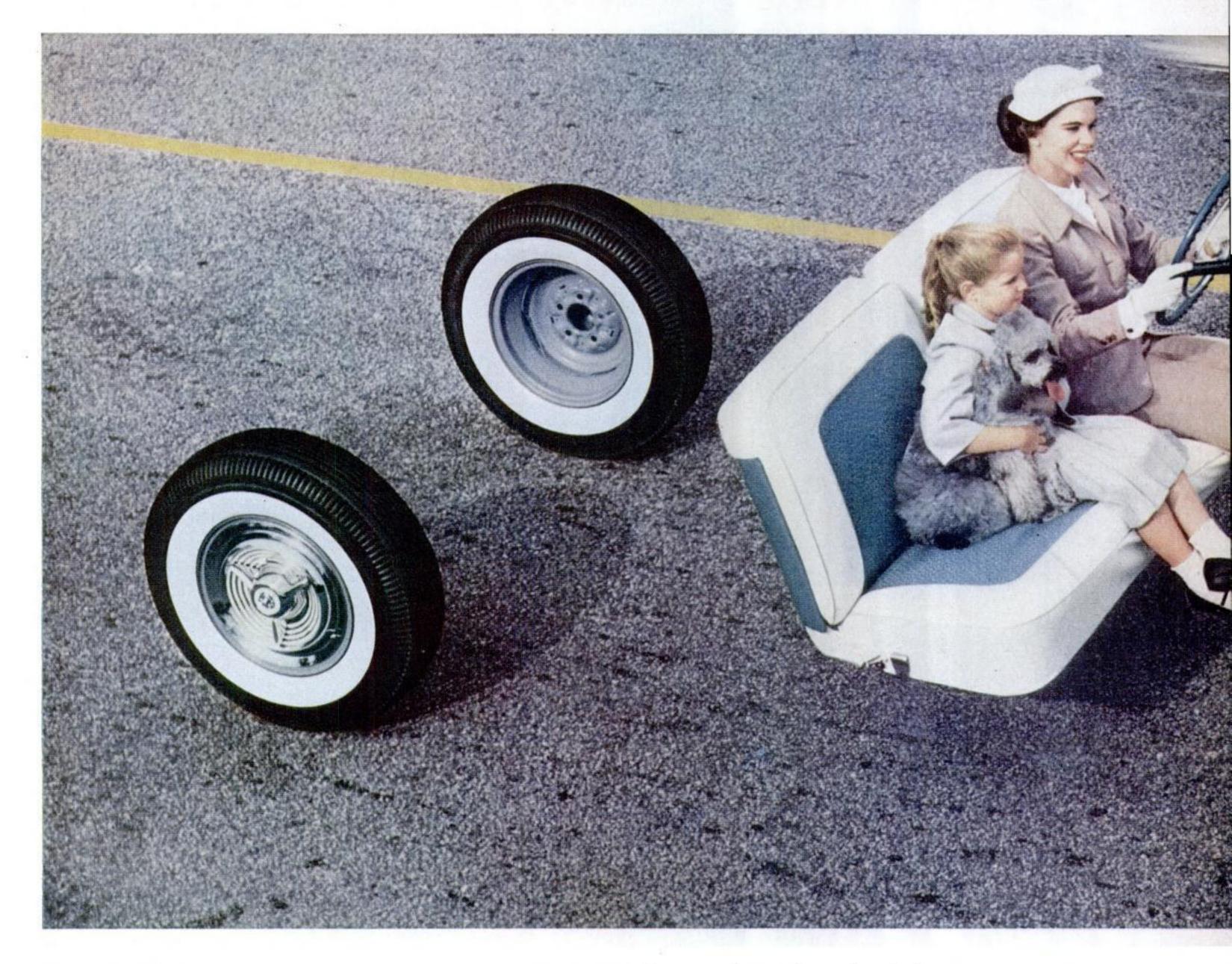
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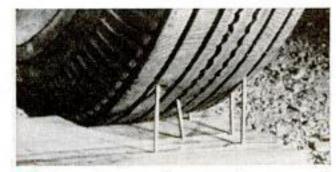




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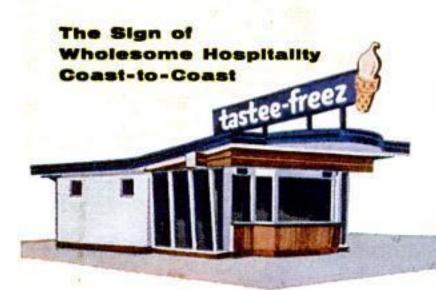
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## The reception that was no ball

## BRITISH RESTRAINT PUTS DAMPER ON BULGANIN-KHRUSHCHEV VISIT

Russia's traveling bosses, Premier Nikolai Bulganin and Communist Party Chief Nikita Khrushchev, were not their usual jovial and ebullient selves when they came to England last week on a visit of state. The British greeted them with controlled cordiality, and the Russians, like guests who felt they were not really welcome, were sober and subdued.

They received, however, nothing but the best. On the train up to London from Portsmouth, where they landed from the Soviet cruiser Ordzhonikidze, there was smoked salmon, tournedos Béarnaise and a 1950 Château Lafite Rothschild. In London the Russians were quartered at Claridge's, the stopping place of kings. They got a 115-minute rush-hour tour of the city, were marched in and out of Westminster Abbey, in and out of St. Paul's Cathedral, in and out of The Tower.

Occasionally in the distance they heard boos, cheers and whistles. Signs reading "End Terror in the Ukraine" were flaunted and a few whimsical Britons pretended to confuse them with another international twosome (see next page). But in general insults were discouraged. A woman who shouted "Bulganin" at Bulganin was taken in charge.

The British, it was clear, wanted no crowd-catching antics from their pudgy guests. They were much more interested in what the Russians had to say about easing world tensions. To that end they centered their entertainment program around seven long meetings at 10 Downing Street.



CARTOONIST LOW LAUGHS AT EDEN'S CAREFULLY RESTRAINED HOSPITALITY



AN UNSMILING PAIR stands at Victoria Station as Bulganin reads his gladto-be-in-England speech, Khrushchev waits impatiently and Eden (left) looks

somewhat bored. Behind are officials and press. A crowd, hidden from Russians by seven-foot-high barrier, half-heartedly booed and cheered the guests.





DINING DIPLOMATS enjoy banquet for English leaders in Soviet embassy. From the left are Prime Minister Sir Anthony Eden, Russian Premier Nikolai Bulganin, an interpreter, Chancellor of the Exchequer Harold Macmillan and the Soviet Deputy Foreign Minister Andrei Gromyko. Khrushchev sat across table.

→ WRONG WELCOME was extended by London University students who turned up for the arrival ceremonies at Victoria Station hailing another famous pair.

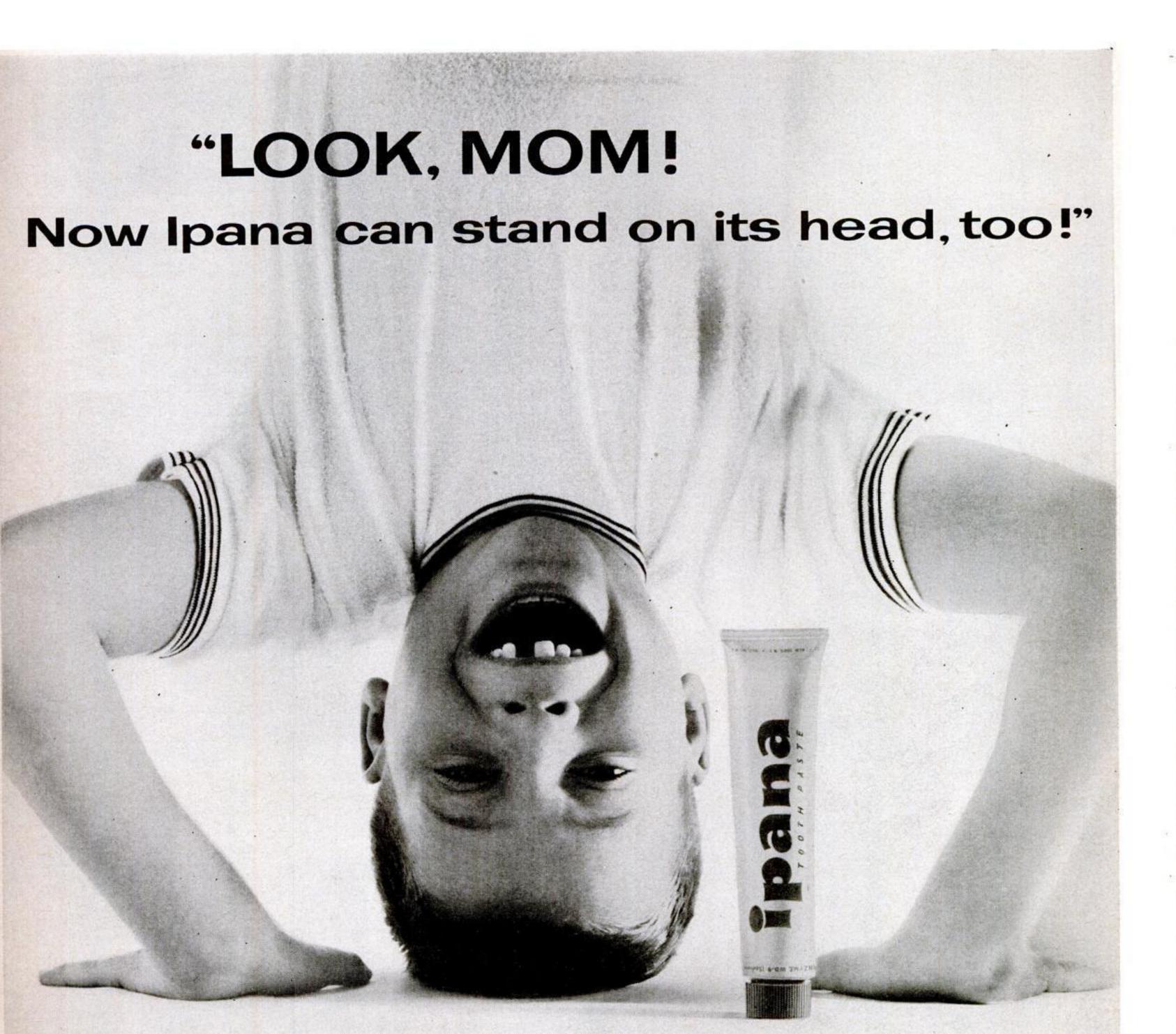


HONORED BY LONDON, RUSSIANS AND HOSTS PREPARE TO SIT DOWN AT LUNCHEON IN MANSION HOUSE PRESIDED OVER BY ALDERMAN SIR SEYMOUR HOWARD





**TWO WREATHS**, one from anti-Communist Russians in England (above) and the other from the Soviet government (left), were placed at Cenotaph, a memorial to Britain's gallant dead of both world wars. The police hastily swept the first wreath aside before Khrushchev and Bulganin arrived with the second one.



## NEW KING-SIZE STAND-UP CAP IS EASY-TO-USE, HARD-TO-LOSE

- you: Now, why didn't someone . . .
- us: ... think of that before?
- vou: Exactly! Look—the tube takes up hardly any shelf space. And that cap is so big you can't lose it. Handles easier, too.
- us: Ipana's new from the outside in! Kids say the new minty flavor is the greatest.
- **you:** Anything that makes kids like to brush teeth is fine with me.
  - us: The biggest news is Ipana's bacteria-destroyer. WD-9—does a won-derful job.
- you: Better than other tooth pastes?
- us: Scientists say new Ipana with WD-9 destroys tooth-decay bacteria measurably better than any other leading brand...including fluoride tooth paste! No worry, either, about using it for children under six.
- you: Sounds great for children. But tell me, how about my teeth?
- us: By all means! Ipana's good news for the entire family. Make it good news for your teeth tomorrow?



Destroys decay bacteria best of all leading tooth pastes

Another fine product of Bristol-Myers, makers of Bufferin and Vitalis.



## PIGEON-TOED PAVEMENT

For many years pigeons dawdled around the quiet intersection of Grand Avenue and 4th Street in the old Bunker Hill section of Los Angeles, where elderly people liked to come to feed them nuts and crumbs. During last winter the area was ripped up to clear ground for a new express highway. One recent day, while pigeons watched from a nearby roof,

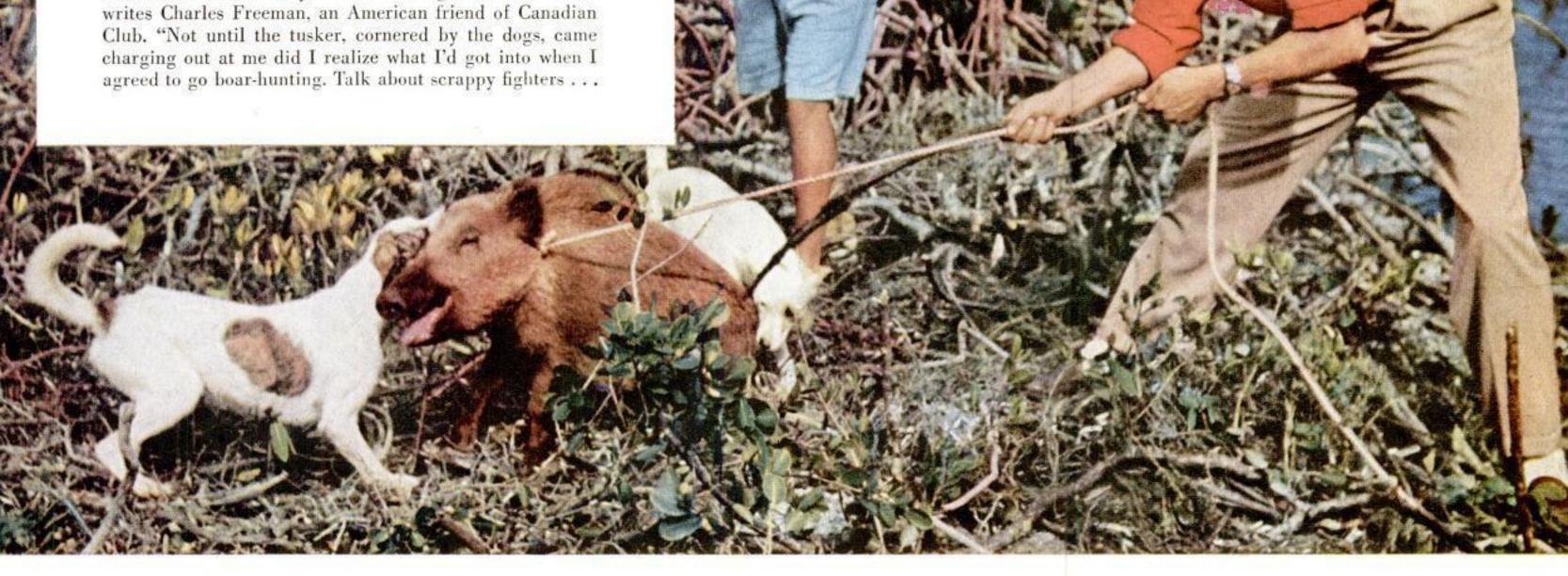
workmen poured a new sidewalk along the edge of an expressway exit. As soon as they had departed, the pigeons swooped down to their old haunt and stomped all over the fresh concrete. Before the cement hardened, the workmen returned, noticed the patchwork of pigeon prints, grumpily refinished the surface and posted a guard to shoo the pigeons away.

Another adventure in one of the 87 lands where Canadian Club is "The Best In The House" Hog-tying

NASSAUS BOAR

can tie you up in knots

1. "It takes a good hand with a lariat to lasso the savage little wild boar of Nassau's Abaco brushlands in the Bahamas. I'm no cowboy, but I did all right when I had to," writes Charles Freeman, an American friend of Canadian Club. "Not until the tusker, cornered by the dogs, came charging out at me did I realize what I'd got into when I





2. "Our porker put up a ferocious half-hour tug of war against me and my host before the guide could move in and truss him up. The pig, squealing like a dozen rusty hinges, was game to the end.



3. "The piggy-back ride out of the bush wasn't easy for the guide. The 135-pound boar was still alive and wriggling. 'Wait till you taste barbecued boar meat,' my host said. It seems I had something besides boar meat to look forward to . . .



side the pool-Canadian Club!"

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has a distinctive flavor that captures in one great whisky the lightness of scotch, the richness of rye, the smooth satisfaction of bourbon.

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6 years old · 90.4 proof.

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